

The Magazine for Executives

JANUARY 17, 1953

## The New Klevway Process

(page 6)

Also . . .

Shoe Price  
Controls —  
Are They Dead?

(page 12)

And . . .

New Savings For  
The Tannery—  
Butyl-Impregnated  
Leather

(Page 14)



*It starts  
with an  
innersole  
with pinked  
rib...*



*Rib and upper  
attached.  
Four tacks  
for holding.*



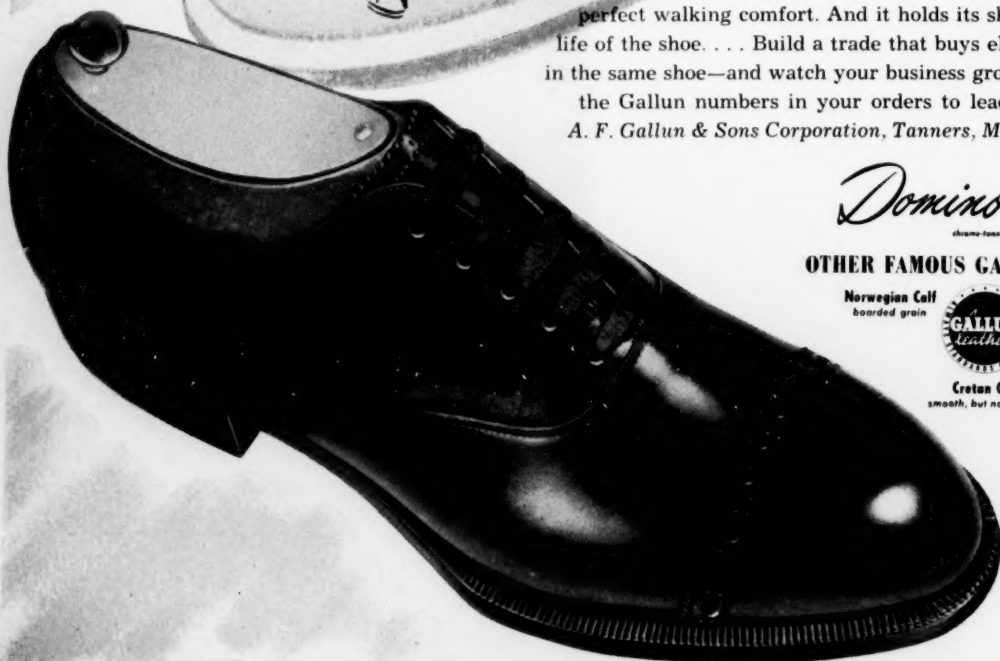
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flexible,  
quality shoe.*



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# LEATHER AND SHOES

The Magazine for Executives

Vol. 125 Jan. 17, 1953 No. 3

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## Letters to L & S

### Front Cover Bouquets

Sirs:

... Congratulations on your new cover. It puts you in a class with *Life*, *Time*, *Newsweek* and other reader-directed cover designs. . . .

Russ Walkey, Head

Footwear Research and Development Branch

Office of the Quartermaster General  
Washington, D. C.

Sirs:

... Take a bow for stepping out front with an editorial front cover. It's every bit the sign of leadership, as you justifiably claim. . . .

Irving Katz

Superintendent

B&W Footwear  
Webster, Mass.

Sirs:

... Your new front cover took me by pleasant surprise. It offers every incentive to turn to the inside pages which, incidentally, are never disappointing. . . .

Fred Bloom

Secretary

210 Associates  
Boston

Sirs:

... A very impressive cover design. LEATHER AND SHOES deserves to be commended for taking this initiative.

Maxey Jarman

Chairman of the Board

General Shoe Corp.  
Nashville, Tenn.

Sirs:

... A really progressive step for the trade press—and my hat's off to you for being the first to take the step. . . .

Harry Salloway

General Manager

Korn Leather Co.  
Peabody, Mass.

Sirs:

... I liked it very much. It took courage and initiative to do it, and in doing it you've set an enviable pace of editorial leadership. . . .

Ray Harrison

Sales Manager

Stedfast Rubber Co.  
Mattapan, Mass.

Sirs:

... A marked improvement and a really progressive move. It creates

added interest in the entire magazine. . . .

Frank Hansen

Sales Manager

Horween Leather Co.  
Chicago

Sirs:

... A wonderful idea, and one long overdue. LEATHER AND SHOES has given itself a real boost with its thousands of loyal readers. . . .

Jack Minnoch

Director

National Hide Association  
Chicago

Sirs:

... Your new cover design puts you in a class all by yourself in the shoe and leather trade press. All of us here were much impressed. . . .

Henry Miers

Purchasing Agent

Jay Shoe Mfg. Co.  
Cambridge, Mass.

Sirs:

... A very dignified and striking job, that front cover. The idea of an editorial presentation is an important step forward in the field. . . .

Charles O'Connor

President

Compo Shoe Machinery Corp.  
Boston

Sirs:

... Much more outstanding and striking in effect, and certainly increases the eye-appeal of the front cover. . . .

Tom Finerty

Florsheim Shoe Co.  
Chicago

Sirs:

... A dramatic new look to your magazine. And those first two cover stories were of great interest to us. . . .

Pete Coolsen

Sales Manager

Edgar S. Kiefer Tanning Co.  
Grand Rapids, Mich.

Sirs:

... A very attractive and fresh appearance and certainly utilizes your front page to good advantage and reader interest. . . .

Henry Lipton

Styleman and Supt.

J. P. Smith Shoe Co.  
Chicago



*Desire creates more selling power than need.  
Using this psychology, there's gold in  
promoting the sales theme of*

## SHOE OBSOLESCENCE

**T**HERE used to be a time when you bought a car and figured it was good for 100,000 miles and 10 years of service. The automotive industry realized that this would severely restrict the sales of cars. So they decided to do something about it.

Thus, today it's quite common for the average individual to turn in his "old" car after two or three years of service and buy a new one—even though the old one will still render several years of good service.

How did the automotive industry do it? By getting across a single word in the public mind: obsolescence. Today, the owner of an "old" car (any model two to five years of age) each year looks yearningly at the new models that are announced and publicized with dramatic fanfare. And out of this yearning frequently comes a new purchase.

### Modern Miracle

Now, this is something truly remarkable, one of the so-called miracles of American merchandising. Consider that the purchase of a new car runs anywhere from \$2,300 to \$3,500. It is a major purchase in the lives of an average individual or family. Yet the automotive industry has managed to consistently attract such huge sums from consumers by driving home the theme of obsolescence.

There is every good possibility that the shoe industry can sell the same theme with the same effectiveness, and perhaps even more so. Consider the amazing fact that each year the shoe industry introduces some 250,000 new shoe styles. These new styles are introduced with the aim or hope of replacing the "old."

Yet, it doesn't work out that way. A man, without a fleck of his style-consciousness, will go about wearing

a model two years old; a boy can wear shoes 10 years of age style-wise without drawing an eye of notice; a woman will wear her plain black pumps of last year or the year before and consider herself right in style—which she is.

### Despite 250,000 Styles

When it comes to shoes the public gives no thought of obsolescence—except in terms of wear. A hole in the sole or a split in the upper is the signal for the purchase of a new pair. But, ironically enough, despite the introduction of 250,000 new shoe styles a year, we rarely hear the consumer stating that her shoes are out-moded, that she needs a new pair because those of last season are now obsolescent.

Another illustration is the still-infant television industry. Already, with TV hardly three years of age on a large-scale commercial basis, the industry is creating a vast new demand on the grounds of obsolescence. The 12-inch and 16-inch screens are now obsolescent, replaced by the larger screen sizes. Here the investment runs from \$300 to \$500—yet the replacement market is reported to be larger than the market comprised of those buying TV sets for the first time.

One of the industry's sorriest errors—but an error made innocently—was its creation of persuasive selling of the theme of long wear in shoes. It has been argued that shoes are "different," that consumers naturally think of shoes in terms of economy and utility; that shoes are basically a dollar-and-cents item.

That is not true. It is true only that the consumer has been conditioned to think that way about shoes. It does not make sense that an aver-

age individual will turn in a serviceable two-year-old car for a new one, plus \$1,000 in cash; and will turn in his 16-inch TV set for a 21-inch model, plus \$200; and yet will refuse to discard his obsolescent year-old shoes for a new pair at a mere expenditure of \$10.

The makers of cars and TV sets, along with other industries, have succeeded in reaching and animating one of the most basic and sensitive human emotions: *desire*. A thing desired is a thing likely to be striven for, to be purchased, even at the sacrifice of something else actually needed. An average individual buying a new car (even though his old one is still serviceable) usually does so by economizing on other things. But he is happy in his purchase, despite his sacrifice and economizing, because his desire is fulfilled.

### Not Need But Desire

The shoe industry, however, has built demand primarily on the basis of *need* rather than *desire*. But as we have shown, consumers will bypass some needs to purchase other goods where the attraction is *desire*. Luxury often has a stronger attraction than necessity. It's one good reason why some men will penny-pinch at home but will spend with reckless sporting blood with a glamorous blonde. His wife may not be obsolescent, but he finds a terrific appeal in that new model.

All selling and buying is hitched to human psychology. There's good likelihood that we've hitch shoes to need rather than to desire—to the weaker of the two motivating forces. A shift in targets might well bring a shift upward in sales.

**Reprints** at nominal costs: Up to 100, 10c each; 200-500, 5c each; 1000-3000, 2½c each; 5000 or over, 1½c each.

**AND NOW..... JUST ONE OPERATION**

*Hydraulic*

**TOP-LIFT ATTACHING  
to WEDGIES**

*with the*

**YOUNG TOP-LIFT  
ATTACHING MACHINE**

*Saves time*

Steel pins applied on an angle are fed automatically and driven hydraulically, in ONE OPERATION, through the top-lift and into the heel.

*Saves money*

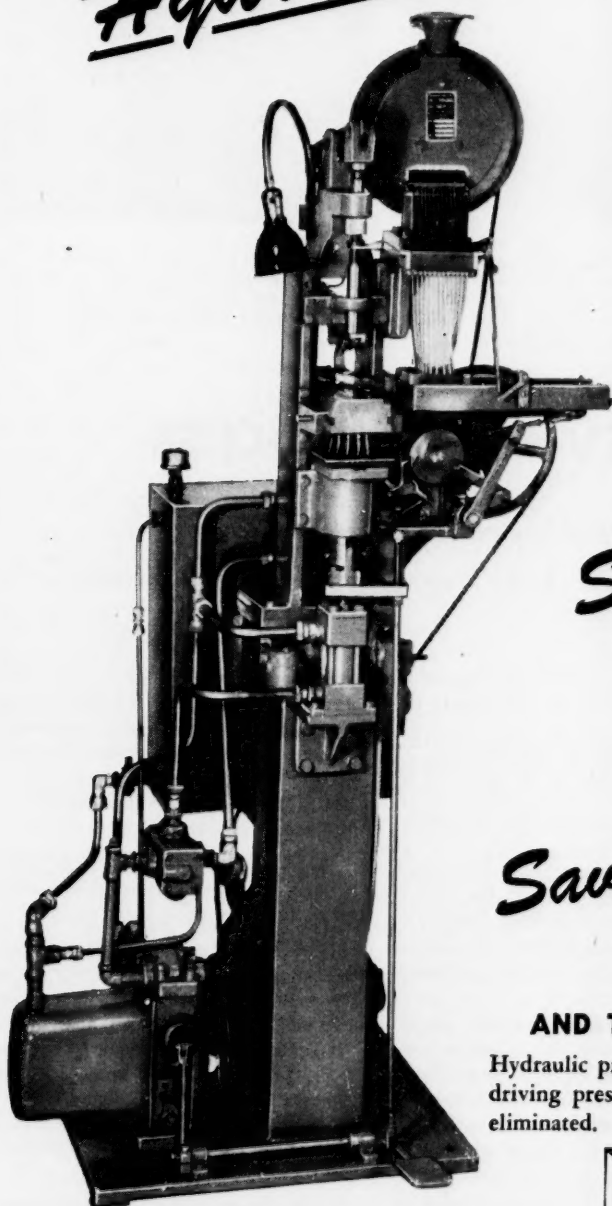
There's faster production because the machine is all automatic and lifts are evenly attached in ONE OPERATION. Production of from 3,000 to 4,000 pairs a day, easily obtained.

*Saves material*

Top lifts are centered uniformly on the heel, making it possible to use smaller lifts. You save on leather or other top-lift material.

**AND THERE ARE MANY MORE FEATURES!**

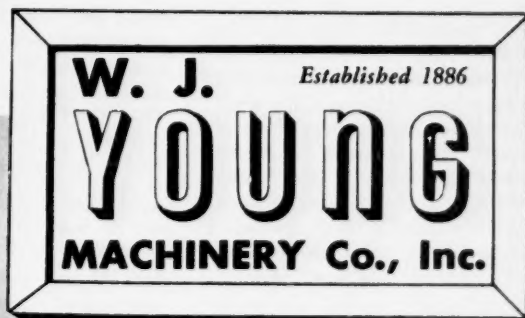
Hydraulic principle provides uniform hold-down pressure and nail driving pressure. No defacing of heels — cripples are practically eliminated.



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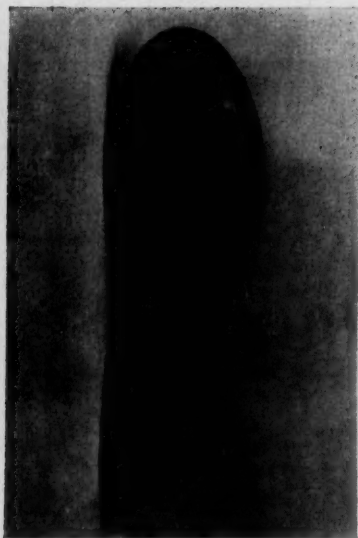


Fig. 1: Insole with special pinked rib which, when folded, lays on flat and smooth without "bunching."



Fig. 2: The fitted upper with insole is attached. The shoe is now ready for slip-lasting.



Fig. 3: Upper completely attached to rib after slip-lasting. Upper is conventional type with reduced lasting margin which saves leather.

## THE NEW KLEVWAY PROCESS

*A new concept in shoemaking that has created a greatly improved low-cost shoe at substantial savings. Here's an analysis and appraisal*

Being hailed as an entirely new concept in shoe manufacturing is a method known as the Klevway Process. In recent months this new type of shoe construction has been in heavy production at the Hallowell Shoe Co., Hallowell, Maine, where it was originated by Hallowell president, Arthur Kleven. A new organization, North American Process, Inc., has been set up by Kleven to handle the licensing of this new technique. Already several companies have acquired licensing permits to use the process.

The patented Klevway process is claimed to be adaptable to all types of cement-soled footwear. It is particularly adaptable to slip-lasted shoes. Only minimum additional machinery and equipment is required at small extra cost. However, the process also allows for production of conventional cement-lasted footwear. This, say the Klevway owners, permits the maker of slip-lasted shoes to produce two types of shoes instead of one seasonal item only, thus broadening his potential market and giving a more uniform output schedule throughout the year.

The Klevway process has several advantageous features, as follows:

1) As compared to conventional lasted construction, under the Klevway method the correct pattern lines of the upper as designed are faithfully maintained.

2) The Klevway method of lasting assures accurate draft of the upper to the last, with each shoe being exactly alike in this feature of obtaining tight lasting to the exact contours of the wood.

3) The human element which causes distortion of the upper in lasting conventional types of shoes, with no two lasted uppers being exactly alike, is eliminated.

4) In those types and grades of upper leather used in popular-priced shoes, the Klevway process eliminates the opening or breaking of the grain of the leather while still obtaining sufficient or required stretch that the particular type of leather will allow.

5) Maximum flexibility can be obtained because the process itself is completely tackless or stapleless as against a tack-lasted or staple-lasted shoe. Due to accuracy of the lasting lines, the bottom edge lines and shape

are maintained for the wearing life of the shoe. In the manufacture of sandals, particularly, this process is claimed to be the easiest and cheapest method to obtain accurate fitting and correct lines of the sandals as originally designed.

6) A variety of cost savings (these will be discussed in more detail later) is realized by use of the process.

This unique method centers around a special innersole onto which has been stitched a thin, one-piece pinked rib of Onco material. The rib is stitched through one edge to the bottom of the innersole in a flat position, and extends from the shank portion around the entire forepart. This rib is then cemented with latex for subsequent lasting operations.

The upper and lining are precision-cut. The lining is cut under and cemented to the upper. The margin of the upper is then lip-cemented. Counters and Celastic type box toes may then be inserted.

At this stage, conventional lasting is eliminated and the Klevway process raises the curtain on a new method of shoemaking. The upper and innersole are assembled by un-

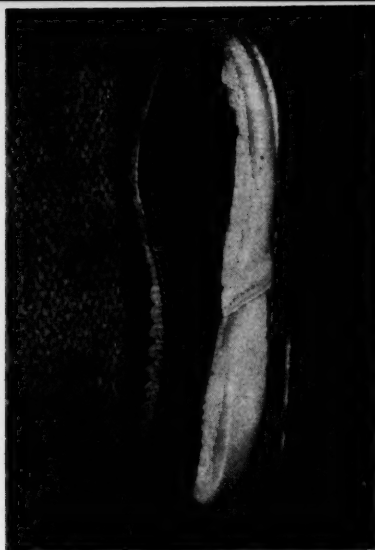


Fig. 4: Upper attached to rib. Upper edge is flush with tips of points on pinked rib. Upper and rib first hand-bonded then machine-bonded. Note rib extends to heel on this no-counter shoe.



Fig. 5: After last is inserted, but before last is fully opened, four tacks applied behind toe to hold shoe to last. Note rib extends only to shank on this shoe where a pre-molded counter is used.

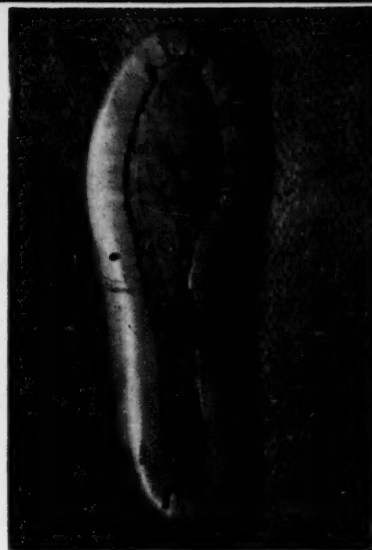


Fig. 6: Finish of lasted shoe. First the rib and corresponding portion of insole are latex-cemented, then Kambourian-lasted all around. Note that the four tacks are now removed.

skilled operators on a novel wood heel jack arrangement. This jack holds the innersole in place and also raises the rib to an upstanding position. (See Fig. 7)

The operator matches corresponding notches in the upstanding rib and the innersole. These are then temporarily bonded with finger pressure. The toe portion is left open. To insure a good bond between the rib and the upper, a Kambourian machine is used to advantage in applying pressure to this location without lasting this portion to the innersole.

#### Four Tacks For Holding

In the next operation, the last is inserted and must be of the slip-last or break-apart type. After inserting the last, the innersole is located and tacked into place, using four tacks. These four tacks are placed well back from the toe, approximately at the ball area. The tacks are important in holding the shoe to the last to prevent distortion of the shoe when the last is inserted.

The last is then expanded to its full position and a tack is placed in the backseam. The toe portion is then cemented and lasted on a welt-lasting machine without the use of wire or tacks. The upstanding portion is then latex-cemented. This entire portion is then lasted on a Kambourian Model C lasting machine.

In the application of the welt, the welt is stitched at the bottom of the rib. The surplus, which is usually trimmed off on a regular welt shoe, is here not trimmed but Kambourian-lasted. Due to the thinness of the rib

(it is much thinner than the conventional rib used in a welt shoe), there is no cavity in the ball area to require a filler when the shoe is lasted. Or, just a very slight amount of filler may be required because of the shallowness of the cavity. The result is a much more flexible shoe.

Incidentally, some technically qualified observers say that if this pinked rib is applied to a regular welt shoe, a great advantage might be realized in creating a welt shoe of high flexibility.

The purpose of the pinked rib is that when it is folded at the contoured portions (toe and shank) the rib lays on flat, with no "bunching" as with a non-pinked or conventional rib. The rib is of special composition material, very strong.

Where the Onco rib is stitched to the insole, a 2½-iron A grade is recommended for higher priced footwear, and a 2½-iron B grade for medium-priced shoes. Where the rib is cemented to the insole, recommended is a 2½-iron Onco CRP uncoated where the shoe carries a full socklining. The same type, but coated, is suggested for an exposed insole to be worn next to the foot, or using either a three-quarter sock or heel pad.

To meet the wiping action of the automatic welt toe-lasting operation, the insole must be stiffened at the toe, using a good insole toe stiffener, or reinforcing the toe with a light, hard fiber toe piece.

On shoes where a counter is used, the pinked rib does not extend back to the heel (as with no-counter

shoes), but only to the front of the shank portion. Regular pre-molded counters were being used in this process. However, it is understood that Unit Molded counters (see L&S, Oct. 18, 1952) are now being employed with pronounced success. It is possible, say some observers, that use of the Unit Molded counter may eliminate necessity for the heel seat lasting machine and operation. Use of these counters will also require a slight change in patterns, and will eliminate the tack hole in the backseam of the shoe.

#### Required Equipment

The additional equipment required for the Klevway process is as follows:

1) For attaching the rib to the insole, any French Cord Stitching Machine, with minor adjustments, can be used. Hallowell uses a Flat Machine with No. 44-9.

2) Rib-Setting Machine. This is a small machine designed and built by North American Process, Inc., and can be purchased from them. The rib can also be purchased from the same source.

3) Wood Heel Covering Machine. This is a United Shoe Machinery Corp. machine. With minor adjustments this becomes a foot-powered jack for spot-attaching the fitted upper to the rib.

4) Innersole Tacking Machine.

5) Automatic Welt Toe-Lasting Machine (United Shoe Machinery Corp.).

6) Cement Side-Lasting Machines

(Concluded on Page 36)

# Better Fitting Shoes Through A NEW LAST SYSTEM

*Which two or three measurements can best indicate the size and shape of a foot, last and shoe? Here are some surprising findings on this.*

## Article 2

By Charles W. Mann and W. B. Zacharias

Office of the Quartermaster General  
Research and Development Branch

**I**T is probably true, as often stated, that there are no two feet exactly alike, but this does not mean that feet cannot be grouped into classes for convenience and economy in providing shoes of satisfactory fitting qualities.

Fortunately there are acceptable tolerances of fit extending over a considerable range so that feet can be classified into dimensional groups. Otherwise it would be practically impossible to fit the entire Army with a limited number of sizes, such as the 90 sizes in the present tariff.

It might appear that each soldier could be supplied with the best possible fit if his shoes could be made to his particular measurements, but there is no assurance of this because of the widely different individual fitting preferences as well as variations in measuring technique and in converting foot measurements into last dimensions.

**Foot Length:** In practice, the length of the last is generally made somewhat longer than that of the foot. The most direct method of measuring the foot and determining the proper dimension of the corresponding last would be simply to measure the foot length (heel-to-toe length) and to add a "toe space" factor to obtain the required last length. An alternate method would be to measure the ball length (heel-to-ball length) and add a factor to accommodate the toes and the usual amount of additional space.

The overwhelming consideration in favor of foot length, however, is its ease and accuracy of measurement as compared to ball length.

**Ball Length:** Ball length is probably just as important as foot length in the fit of a shoe, but the fact that there is a high correlation between the two generally insures that the selection of a shoe having a satisfactory length for one dimension will afford a satisfactory length for the other.

The ball length of a correctly shaped last should provide a satisfactory fit for a high percentage of the Army population without requiring further adjustment of that dimension within any size.

**Ball Girth:** Even when foot length is controlled (held constant at a given size) there are still variations in each of the other critical dimensions over small or moderate ranges, depending upon the degree of correlation with foot length. This shows that the control of foot length alone does not adequately control the size and shape of a last.

Girth dimensions generally correlate well with each other, but they do not correlate as well with foot length as do the other length and width dimensions. Thus, the best control of all dimensions would be obtained if the second basic dimension selected for control purposes were a girth dimension.

Of all the principal girths, ball girth is the only one that has no possible adjustment by means of laces. Like foot length, ball girth also has a relatively wide range and is easily and accurately measured.

**Ball Width:** The ball width—the width of the tread across the widest part of the foot—is closely related to foot length and even more closely re-

lated to ball girth. Ball width can be adequately controlled within normal fitting tolerances in each size and width by its correlations with foot length and ball girth.

**Shank Width:** When the foot length is held constant, approximately 95 percent of the feet have shank width measurements within a range of 0.19 inch above or below the average value for that size. This dimension is controlled adequately by its correlation with foot length and ball girth.

**Heel Width:** The width of the heel correlates with foot length and ball girth to a smaller extent than other critical dimensions. But because of the relatively small range of this dimension from the smallest to the largest foot, it probably does not present a serious fitting problem. In any system in which three or more widths are available in each size, the heel width can be graded in such a way as to fit a high percentage of the population within a range of plus or minus 0.1 inch.

**Toe Height:** Toe height, or the thickness in the area of the great toe does not correlate well with either foot length or ball girth. This simply means that the toe height of a small foot does not differ much from that of a large foot. A single toe height in each size and width should be capable of providing a satisfactory fit.

**Instep Girth:** The high correlations of instep girth with both foot length and ball girth may be used very satisfactorily in controlling this dimension. Furthermore, the instep girth of the shoe may be adjusted by

(Continued on Page 37)



# Which platform would you use?

Casual shoes, like those pictured below, require a platform material that is not only resilient and durable but also very light in weight. That's why so many shoe men choose Armstrong's 5616 Cork Composition.

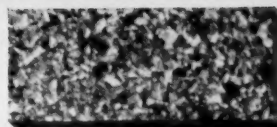
In 5616 Cork Composition, they find a material that is strong, elastic, and light weight. Like all Armstrong platform materials, it holds a clean, square edge under a wrap, and comes precision-cut to gauge. It has no "thicks" or "thins" to slow production.

On the other hand, your shoe may have requirements that demand quite a different material. You can be sure that, whatever its requirements, there is an Armstrong platform built for the job.

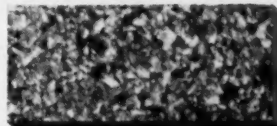
You can count on Armstrong for consistent quality and prompt shipments. For working samples, call your Armstrong representative or write Armstrong Cork Co., Shoe Products Dept., 7501 Arch St., Lancaster, Penna.



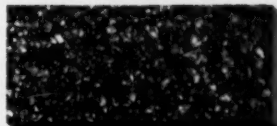
**5002**  
**Cork Composition**  
Light density cork.  
Resilient, flexible.  
For laminating only.



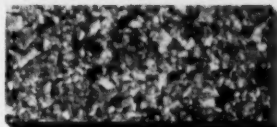
**5040**  
**Cork Composition**  
Standard cork composition for firmness, flexibility, some cushion.



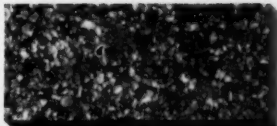
**RC-400**  
**Cork & Rubber**  
Slightly more flexible than cork. Cuts even, gives square edge.



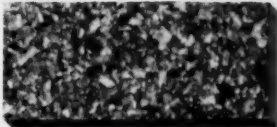
**5050**  
**Cork Composition**  
Flexible, firm. Widely used for platforms, clogs, wedge heels.



**5750**  
**Cork Composition**  
Finer cork particles give smoother die-cut edges. Holds stitches.



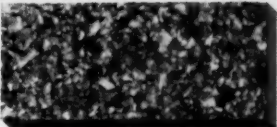
**5114**  
**Cork Composition**  
Light and resilient. Makes ideal inexpensive pre-welt filler.



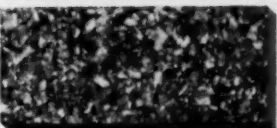
**RK-365**  
**Cork & Rubber**  
Good cushion due to extra compressibility. Widely used for insoles.



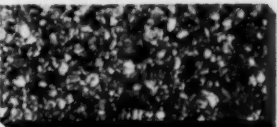
**5152**  
**Cork Composition**  
Light, tough, firm. Ideal material for clogs and wedge heels.



**5616**  
**Cork Composition**  
Elastic, firm. Gives square edge when wrapped. Holds stitches.



**5745**  
**Cork Composition**  
Flexible, tough, little affected by humidity. Will hold stitches.



# RESULTS OF ADDING ALUMINUM SULFATE TO A REDUCED CHROME LIQUOR\*

By J. T. Chain

Diamond Alkali Company

THE object of our investigation in this project was to study the effect of adding aluminum sulphate to a reduced chrome liquor in regard to:

1. Total chrome take up.
2. Chrome distribution.
3. Alum take up.
4. Alum distribution.
5. Character of leather.

Some manufacturers of prepared reduced chrome liquor add aluminum sulphate to their product. Many tanners who reduce their own bichromate have investigated the benefit derived from adding alum to their tan liquors.

This series of tests was made at the Hartnett Division of the Colonial Tanning Company, Ayer, Massachusetts. My appreciation is extended to Mr. Marlatt, Mr. Carpenter, Mrs. Woodrum and Dr. Everson of Diamond Alkali for the analytical work which made this paper possible.

The sides used in these experiments had been pulped in the liming, lime split, bated and pickled in a drum to a pH of 1.7 after an overnight lay in the pickle liquor.

Eight hundred pounds fleshed weight of approximately 60 sides were used in each experiment.

The reduced chrome liquor had a  $\text{Cr}_2\text{O}_3$  content of 16.39 percent and an ALCA basicity of 40 percent. Sixty-eight and a half pounds of this liquor was used for each test, which gave a  $\text{Cr}_2\text{O}_3$  content of 1.4 percent on the fleshed weight of the hide.

The aluminum sulphate used was a commercial grade of iron-free alum with an  $\text{Al}_2\text{O}_3$  content of 16.4 percent.

The stock was run  $2\frac{1}{2}$  hours in the tan liquor and neutralized for  $2\frac{1}{2}$  hours to give a liquor pH of

approximately 3.1. The alum was dissolved separately and added to the chrome liquor just prior to adding to the tan drum. Six experiments were run by the procedure in Table 1.

After tanning, the stock was horsed up overnight and then wrung out. Samples were cut from the backbone of six sides starting approximately two inches from the butt. These samples were sealed in mason jars and taken to the laboratory.

For stratigraphic analysis the pieces were split into five layers, composites of the individual layers were made and analyzed for  $\text{Cr}_2\text{O}_3$ ,  $\text{Al}_2\text{O}_3$ , and pH by the ALCA method. The layers are referred to as G1, G2, M, F2 and F1.

*Test 1:* The distribution of  $\text{Cr}_2\text{O}_3$  in the No. 1 test had no alum added. The  $\text{Cr}_2\text{O}_3$  increases with each layer from a grain content of 3.59 percent to the flesh layer, which has four percent. The sides as a whole had 3.79 percent  $\text{Cr}_2\text{O}_3$ .

*Test 2:* This test had .097 percent  $\text{Al}_2\text{O}_3$  added. The curve is of the same order as in test No. 1, but it shows one unusual property: the total  $\text{Cr}_2\text{O}_3$  is somewhat higher—3.94 percent.

*Test 3:* This test had .194 percent  $\text{Al}_2\text{O}_3$  added to the chrome liquor and the curve is similar to No. 1. The total  $\text{Cr}_2\text{O}_3$  content was 3.67 percent.

*Test 4:* This test had .388 percent  $\text{Al}_2\text{O}_3$  added to the chrome liquor. This curve shows that with the exception of the grain layer the  $\text{Cr}_2\text{O}_3$  distribution is beginning to level out. The total  $\text{Cr}_2\text{O}_3$  content was 3.7 percent.

*Test 5:* This test had .776 percent  $\text{Al}_2\text{O}_3$  added to the chrome liquor. For the first time there is an appreciable drop in the  $\text{Cr}_2\text{O}_3$  of the grain layer and the total  $\text{Cr}_2\text{O}_3$  has been reduced to 3.47 percent.

*Test 6:* This test was made with equal parts  $\text{Cr}_2\text{O}_3$  and  $\text{Al}_2\text{O}_3$  and you will observe that with the exception of the grain layer the  $\text{Cr}_2\text{O}_3$  is now evenly distributed throughout the side. The total  $\text{Cr}_2\text{O}_3$  is 3.52 percent.

*Test 7:* This is a composite of experiments No. 1, 4 and 6 and illustrates clearly the effect of increasing the concentration of alum. From this test we can conclude that increasing the ratio of  $\text{Al}_2\text{O}_3$  to  $\text{Cr}_2\text{O}_3$ , less chrome is deposited in the skin, but what is deposited is more uniformly dispersed throughout the skin.

Although the tan liquor pH does not show it, it is interesting to note that the pH of the various sections increased with the addition of more alum. The shrink temperature also reduced slightly as the alum was increased.

*Test 8:* This illustrates the  $\text{Al}_2\text{O}_3$  distribution from experiment No. 2. Most of the alum has been absorbed and the total  $\text{Al}_2\text{O}_3$  equals .275 percent.

*Test 9:* This is the  $\text{Al}_2\text{O}_3$  distribution from experiment No. 3 and does not vary too much from experiment No. 2. There was .308 percent  $\text{Al}_2\text{O}_3$  in the whole side.

*Test 10:* This is the  $\text{Al}_2\text{O}_3$  distribution from experiment No. 4 which

(Concluded on Page 40)

Table I

	% $\text{Cr}_2\text{O}_3$	% $\text{Al}_2\text{O}_3$	% Sal Soda	pH	Drum Temperature	Boil Test
No. 1	1.4	—	1.75	3	108°F	206°F
No. 2	1.4	.097	1.75	3.2	106	206
No. 3	1.4	.194	1.75	3	108	207
No. 4	1.4	.388	1.9	3.1	110	206
No. 5	1.4	.776	2.2	3.15	102	199
No. 6	1.4	1.4	2.8	3	112	200

\*Talk delivered before the Wisconsin Tanners Production Club, Milwaukee, Jan. 17, 1953.

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*AMERICAN Cyanamid COMPANY*

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*It's a Rugged Job*  
**BUT "CELASTIC" BOX TOES**  
 ASSURE TOE COMFORT

The wearer may not know his box toes are "Celastic" nor even that he has box toes in his shoes, but he does recognize toe comfort and pleasant toe freedom without wrinkled toe linings.

"Celastic" is designed not only for rough usage, but for every day comfort in shoes of many styles... men's, women's and children's. "Celastic" duplicates the contours of the toe of the last and forms a structural shape over the toes. Because of this "Celastic" is a measure of *quality protection* for the designer and manufacturer... a feature that builds customer loyalty for the retailer. It assures proper preservation of toe style and toe comfort, in play shoes, in street shoes... and in work shoes.



Like all Celastic Box Toes, the one shown in this unretouched "cutaway" photo has served its owner well. He is Mr. Paul E. Fudge, of Nashville, Tennessee. Occupation: tele-

phone linesman. Mr. Fudge states: "My shoes have to take a lot of punishment and with these I never experienced any toe discomfort due to loose linings."



\*Celastic is a registered trademark of the Celastic Corp.

**UNITED SHOE MACHINERY CORPORATION**  
 BOSTON, MASSACHUSETTS

# SHOE PRICE CONTROL SHOW OVER

## PROGRAM TO END ON EXPIRATION DATE

### *But Possibility Of Standby Powers Looms*

"The show is over!"

That's what one government price controller says of the price control program over hides and skins, leather and shoes.

Hugo J. Bauch, retiring Feb. 1 as head of the hide, leather and shoe branch of the Office of Price Stabilization, also says:

"Irrespective of what happens at the manufacturing level, the basic supply is so adequate that no one sees any situation developing which could call for renewal of price controls."

"After all, it's the basic supply situation that is governing."

Beyond this, Republican leaders are giving strong hints that they will permit the whole price control program to die on the scheduled expiration date of next April 30.

Rep. Jesse P. Wolcott, R., Mich., new chairman of the House Banking and Currency Committee, which writes price controls legislation is one of these.

The Congress won't renew any direct economic controls after they expire, he told a group of home builders in Washington, D. C.

### **"Indirect" Controls**

The new administration will rely upon "indirect" monetary controls, if needed, to halt inflation instead of price, wage and rent curbs.

Beyond that, Wolcott said that he, personally, would work to prevent controls from being renewed even on a standby basis.

On a standby basis, for use if needed, controls would have the effect of deadening the business initiative especially in the field of long range planning, he said.

Wolcott said that President-Elect Eisenhower is for letting price curbs die on schedule. He said the President also is for ending materials controls on schedule June 30. Wolcott intimated Eisenhower wants to keep some standby controls on the books for use only in the event of new inflationary pressures.

Sen. Homer E. Capehart, R., Ind., the chairman of the Senate Banking and Currency Committee, has said he wants to go into the matter more fully.

As the new administration comes into office, meanwhile, there is speculation that Eisenhower will end the present price controls by executive authority even before the scheduled expiration date.

While there is no firm word on this, a high official of the National Association of Manufacturers, who has been looking into the matter, is freely telling intimates that this is to be expected.

"The theory is that if it's good economics to end price controls on schedule, it's good politics to end them even sooner."

While the official could not say for sure just what would happen, he is advising intimates:

"If I had to make a calculated guess, I'd guess for executive action to end price controls shortly after the new President takes over."

The Wolcott statement serves as a go slow to the OPS against any re-control action right now. As many see it, it would hardly make sense for the OPS to recontrol shoes at this time if it would have to abandon the controls in three months at the most.

In fact, it is known that OPS is waiting for a statement from Eisenhower, expected in a message to Congress shortly after he is inaugurated on Jan. 20, on his ideas for the controls program.

### **Standby Powers**

If OPS were kept as a standby agency, the chances are it would be able to act only after someone—either the President, or the Congress—gave a go ahead signal. In a talk of a "standby" agency, there is some jealousy whether the executive or the Congress should have the authority to give the go ahead, if needed.

Actually, the discretion could be left to the OPS, but majority sentiment both in Congress and the executive branch is against this.

In summary, it appears almost certain that the price control program over hides and skins, leather and shoes, will not affect these industries in the near future. Odds are for the price control program to die on schedule on April 30, although there is some question whether some "standby" powers would be continued. Under a standby set-up, all industry would work with some concern of the price control program, although not with the same concern felt today.

## LEATHER UNION TO ASK PAY BOOST IN EAST

### *Workers Will Also Seek Pensions*

International Fur and Leather Workers Union will seek a substantial wage increase for members employed in New England tanneries when current contracts expire.

This was revealed at the annual New England conference of union delegates held Jan. 10 at the Hotel Bradford, Boston.

Delegates recommended that member locals of IFLWU demand pay boosts and other benefits when the union's contract with the Massachusetts Leather Manufacturers Association expires in April 1953. Among benefits sought will be a pension plan and a comprehensive health and welfare program.

The union has some 6,000 members employed in tanneries located in Peabody, Salem, Lynn, Woburn, Beverly, Danvers, Lowell, Winchester, Woburn, Wilmington and Worcester.

Last year, union members were awarded a six cents hourly wage increase by an arbitrator after the union had invoked a wage re-opening clause in its contract. The increase was given on the basis of cost-of-living increases and raised the average hourly wage of Massachusetts leather workers to \$1.82.

### **Shoe Fair Committee Officers Chosen**

Albert Wachenheim, Jr., of Imperial Shoe Store, New Orleans, La., has been appointed chairman of the 1953 National Shoe Fair by members of National Shoe Fair Committee. The Committee is composed of representative shoe manufacturers and retailers.

Vice chairman is Herbert Lape, Jr., of Julian & Kokenge, Columbus, O.; W. W. Rohrbach of J. Lee Nicholson & Co. of New York is treasurer, George E. Gayou is general manager, and L. E. Langston and Harold R. Quimby are co-secretaries.

Other committees named included: Activities Committee, chairman, John W. Morgan; vice chairman, A. J. Brauer, Jr.; Publicity Committee, chairman, Maxey Jarman; vice chairman, William G. Nissen; and Budget Committee, chairman, Weir Stewart, and vice chairman, David S. Hirschler.



## CORNWELL URGES MORE SALES RESEARCH

### *Cost Of Distribution Said Too High*

Manufacturers may increase their profits from the consumer's dollar and at the same time decrease the amount they now spend for distribution if they engage in more scientific product research, more scientific methods of sales selection and training, according to Franklin J. Cornwell, manager of the Brown Franchise Division of Brown Shoe Co.

Speaking before the American Association for the Advancement of Science in St. Louis, Cornwell pointed out that "distribution's share of the consumer's dollar is too high today and fair profit must be maintained."

Quoting from T. V. Houser, vice chairman of the board of Sears-Roebuck, Cornwell said that when the cost of raw materials is excluded, the consumer's dollar is split in the ratio of 31 percent for manufacturing process and 69 percent for distribution.

### **Need for Change**

"We must recognize that in spite of all the technical terms we use in referring to the distribution phase of industry, it is primarily people with whom we are dealing," Cornwell said. "People are ever changing and our methods of distributing to them must be ever changing with emphasis on greater efficiency aimed to reduce distribution costs. . . . We're going to have to recognize that the new basis for selling is a clear understanding of three points:

- "1. Understanding how people react to what we sell. That is better product research.
- "2. Understanding where people live and buy what we have to sell. That is better market research.
- "3. Understanding what kind of people we must have to sell our product and how we want them to do it. That is sales selection and training."

Referring to market research, Cornwell emphasized the new market which has been created by the increase in life expectancy of the average American from 47 to 70 years since 1900. Other markets which have expanded, Cornwell said, are the children's market which has grown because of the great marriage

and baby boom of the war years; the leisure market, created by shorter working hours, and the Negro market—the result of a 50 percent increase in the Negro population of this country with gross earnings increasing to 1500 percent.

### **Philadelphia Hide Export License Suspended**

Philadelphia Hide Corp. of Philadelphia and its vice president and treasurer, Isadore J. Brodsky, have been denied all export license privileges for three months because of export control violations in connection with the shipment of calfskins to Japan, the Office of International Trade, U. S. Department of Commerce, announced this week.

The comparatively short suspension period was ordered because of a number of extenuating circumstances, including the fact that the firm does not regularly engage in export and its officers therefore had little experience with export control regulations.

OIT said that on Dec. 5, 1950, the Philadelphia firm applied for a license to export 2,500 calfskins to a Japanese customer of a New York export firm, although Philadelphia Hide did not have an order for the calfskins, as required by OIT regulations.

## "NEW IN SHOES" READYED FOR DAILIES

The National Shoe Institute has prepared a special section devoted entirely to telling the story of "The New in Shoes" for spring, 1953, which will soon be made available to newspapers in all parts of the country, with mats of illustrations free on request.

The special section is being produced by the Institute in response to requests from newspapers for background material with which to launch at the local level the first major event in the industry's new and coordinated program of Seasonal Footwear Openings.

### **Styles Plus**

The section will go further than presentation of the new spring styles. Its subject matter will reach into the realm of foot health and will carry feature stories about the growth and development of the shoe industry in the United States, and up-to-the-minute fashion news.

It will have a full page frontispiece which will be suitable for reprinting as a window poster for display by stores. Included in the section will be "drop in" logotypes for use in advertising by individual retailers urging people to come in and see "The New in Shoes."

## PLAN NEXT ST. LOUIS SHOWING



*Members of the St. Louis Shoe Manufacturers Association meet at a luncheon at the Columbian Club to discuss plans for their Seventh Annual Fall Shoe Showing to be held here April 19 through April 22. Seated, from left, Ruth Klump, Valley Shoe Corp.; Harry Bennigson, Hamilton Shoe Co.; Ray Kohn, Wolff-Tober Shoe Mfg. Co.; Ted Schroth, Brown Shoe Co.; Joseph Goldstein, newly appointed general manager of the show and vice president of Monogram Footwear Inc.; Si Bland, International Shoe Co.; Arthur H. Gale, executive secretary of the association. Standing from left, Ross Baechle, Endicott-Johnson Corp.; Henry Solar, Brown Shoe Co.; Arthur Clark, Hamilton Shoe Co.; Harold Tober, Tober-Saifer Shoe Mfg. Co.; Don Short, International Shoe Co.; Arnold Bregman, Monogram; Morris Kalmon, Paramount Shoe Mfg. Co.; Tom Collins, Johnson, Stephens & Shinkle; Ernest Cooksey, Brauer Bros. Shoe Co.; Paul Johansen, Valley; Bert Bishop, Deevers Shoe Co.; Kenneth Williams, Paramount; W. C. LaRue, Sport Specialty Shoemakers Inc., and Leonard Vogt, Vitality Shoe Co.*

## NEW BUTYL-IMPREGNATED LEATHERS PROMISE LARGE TANNERY SAVINGS

Use of polyisobutylene as a leather impregnant through a process developed by the Department of Commerce's National Bureau of Standards results in large savings of time, labor and materials in the tannery, the Government reported this week.

Using the process first developed in 1941 for impregnation of leather with natural rubber, the Standards Bureau has succeeded in using polyisobutylene as an impregnant.

Leather soles impregnated with the butyl polymer have the same greatly improved abrasion and water resistance as those containing rubber, according to department experts. However, polyisobutylene has a distinct advantage over rubber since it eliminates the milling operation required to reduce the molecular size of natural rubber sufficiently to allow deep penetration.

The butyl-impregnation process was developed by Rene Oehler, Sverre Dahl and T. J. Kilduff of the NBS leather laboratory.

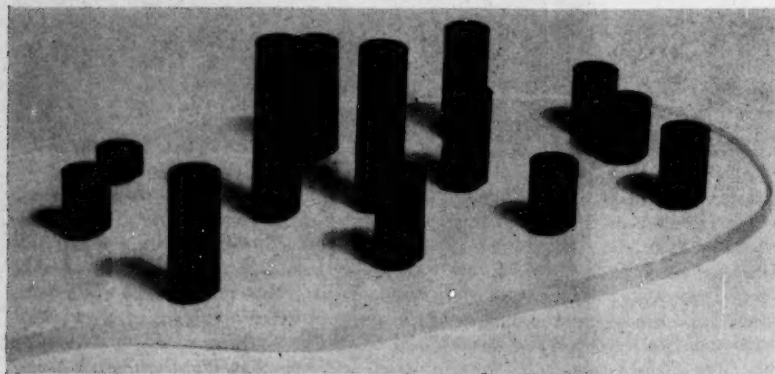
Impregnation with the butyl compound merely requires soaking of the naturally porous leather in a solution of the polymer. The impregnating solution is prepared by dissolving polyisobutylene, having a molecular weight range between 50,000 and 100,000, in common solvents such as gasoline, kerosene, benzene, or chloroform. The leather is air-dried and immersed in the solution for about three hours. It is then removed from the solution, the excess solvent is wiped off, and the remaining solvent is evaporated from the leather.

If vegetable-tanned crust leather is used and the grain or hair side of the leather is split off to a depth of about 40 mils before impregnation, penetration by the polyisobutylene is more rapid and uniform. This results in greater abrasion resistance, and the top grain split becomes a valuable by-product for use in luggage, upholstery, bookbinding, and other fine-leather applications.

Because vegetable-tanned crust leather requires less tanning and processing than commercial sole leather, the butyl-impregnation process makes possible considerable savings not only in time and labor but also in expensive tanning materials, which at present are almost exclusively imported.

NBS studies have shown that the butyl polymer is well suited for treating shoe soles and upper leather, as it reduces water absorption by about half and doubles abrasion resistance. Service tests were carried out in which the same individual wore one sole of butyl-treated vegetable-tanned crust leather mated with a control sole of untreated leather obtained from the same part of the animal, and finished as commercial sole leather. Cross-mating of these matched soles eliminated any bias due to differences between right and left feet of the test personnel.

Of the 12 pairs of soles tested, the control sole wore through before the butyl-impregnated sole in every case. The tests showed that the treatment increases wear by about 80 percent.



Plastic model shows relative wear on different areas of commercial shoe sole as determined by National Bureau of Standards. Height of each bar is proportional to the average wear for 12 soles at the points indicated. The 12 soles were used as controls in service tests of soles impregnated with polyisobutylene by the Bureau's new process. Wear pattern illustrated by the model aids in proper placing of reinforcing materials in synthetic shoe soles.

## Foote Re-elected Head Of New England Group

John E. F. Foote was re-elected president of the New England Shoe and Leather Association at the group's annual meeting held Wednesday night, Jan. 14 at Boston's Hotel Statler. Foote is also head of John Foote Shoe Co. of Brockton, Mass.

Re-elected vice presidents were: Robert C. Erb of J. F. McElwain Co., Nashua, N. H.; and Samuel L. Slosberg of Green Shoe Mfg. Co. in Boston. G. Elliott Stickney of Holmes, Stickney, Inc., Portland, Me., was elected third vice president to succeed Paul O. MacBride.

Abe W. Berkowitz of Bourque Shoe Co., Raymond, N. H., and Songo Shoe Mfg. Corp. of Portland, Me., was re-elected treasurer, and Maxwell Field renamed executive vice president and secretary.

New directors are the following: Isadore Borkum, Maybury Shoe Co., Rochester, N. H.; Edward E. Cohen, Way Leather Co., Inc., Boston; Paul O. MacBride, Milford Shoe Co., Milford; Ralph L. Pope, Jr., Northwestern Leather Co., Boston; Lester E. Rosenberg, Agoos Leather Companies, Inc., Boston; James E. Wall, Wall-Streeter Shoe Co., North Adams.

Awarded plaques by the Association for distinguished service with the Government during 1951-1952 were George A. Dempsey, former NESLA president and head of Crossett Shoe Co., Boston; Edward F. Casey, chairman of Danvers Shoe Co., Manchester, N. H., and Charles Floyd, manager of Fred Rueping Leather Co.'s Boston office.

Featured speaker of the evening was Massachusetts Governor Christian A. Herter, who outlined the program for his new administration. Stanley High, noted political writer and commentator, a senior editor of the Readers' Digest, described his observations made while serving President-Elect Eisenhower as adviser and speechwriter.

## UNITED SHOE WAGE INCREASE APPROVED

The Wage Stabilization Board has approved a general wage increase of 5 percent for nearly 3,000 employees at the Beverly Plant of the United Shoe Machinery Corporation.

This increase follows the general pattern of WSB approved wage rate increases in the Beverly-Danvers-Lynn-Salem area. It is effective as of Oct. 31, 1952—the date of United's application to the Wage Stabilization Board.

## LEATHER GOODS FIRMS FORM PRODUCTION POOL

### Philadelphia Group To Seek Defense Work

A group of small plants in the leather working and allied fields, located mostly in Philadelphia, have formed a small business production pool for their mutual assistance in obtaining defense work, the Small Defense Plant Administration reports.

The pool is known as "Small Plants Associates of Philadelphia" and has its headquarters at 40 North Sixth Street, Philadelphia 6, Pa. It is the 22nd small business production pool to be formed since the outbreak of hostilities in Korea.

As initially organized, it consists of 13 small firms, with a total of about 475 employees. The group is unincorporated and membership is open to other manufacturers. An executive committee has been selected by the pool members, and empowered to conduct its operations.

A management committee will be named, or a manager appointed, to solicit contracts, conduct negotiations and enter bids with the approval of the executive committee. The committee will select the pool member best qualified to be the prime con-

tractor for each contract.

The pool expects to seek defense contracts in the general fields of leather, canvas, duck, plastic, wood and some metal products. More specifically, the members of the pool are interested in producing such items as leather straps and belting, gun holsters, leather carrying cases, instrument cases, telescope and binocular

cases, tool kits and chests, radar carrying cases, aviation bags, barracks or duffel bags, tarpaulins, shower curtains and raincoats, fire-fighting equipment, special machine parts, and other products.

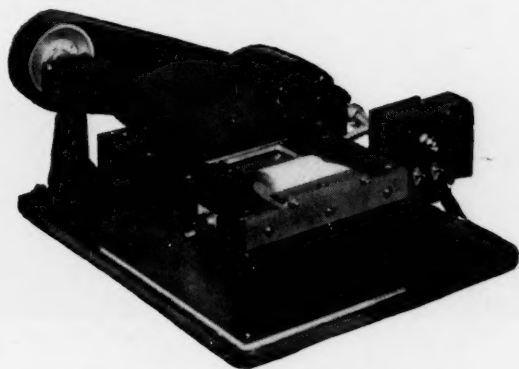
SDPA said that the formation of production pools is one means of increasing small business participation in the defense effort.

## BREZNER FETES ALLIED KID

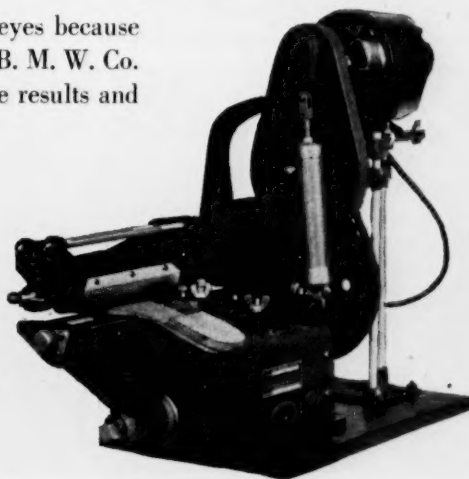


Attending the reception given by Brezner Tanning Corp. for officials of Allied Kid Co., which recently purchased the Brezner organization, are (left to right): Melvin M. Snider, president of Brezner Tanning Corp.; Concord City Manager, Woodbury Brackett; Benjamin Simons, president, Allied Kid Company; Nathan Brezner, founder of the Brezner organizations; Jack Abrams, treasurer of Brezner Tanning Corp.; and Thomas Small, treasurer of Allied Kid.

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## RANDOM VIEWS OF SHOE FOREMEN'S DINNER



*Pictured above are a few of the 1,500 members of the leather, shoe and allied trades who gathered at Boston's Hotel Statler on Saturday eve, Jan. 10, for the annual banquet and entertainment of the New England Shoe Foremen's and Superintendents' Association. Many who sought tickets were disappointed. Said one official: "It looks as though we'll have to hold next year's party on Boston Common." Among those present were: Table 1, P. Clayman and Sons party; Table 2, Compo Shoe Machinery Corp.; Table 3, Association President Ben Fish and party; Table 4, Paule Chemical Co.; Table 5, Colonial Tanning Co.; and Table 6, Pero & Daniels, Inc.*

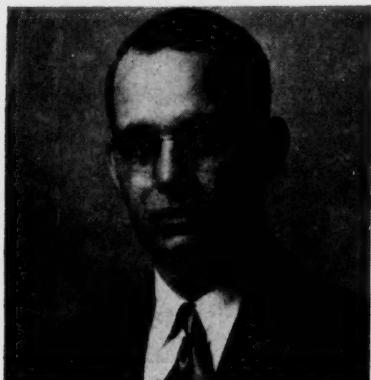
### BILL MOTT RETIRES

Retirement of William F. Mott as sales manager of the Shoe Products Division of Dewey and Almy Chemical Co. of Cambridge, Mass., has been announced by T. T. Miller, vice president in charge of marketing.

Mott, who is widely known in the shoe trade, is under doctor's orders to curtail his activities. A veteran of 22 years of service with the company, he will continue through 1953 as assistant to the manager of the division, acting as consultant on advertising and promotion plans.

George L. Curran has been named field sales manager and will supervise sales of Darex insole materials, plumpers, weltings and other shoe supplies. Curran joined Dewey and Almy in 1949 as consumer products manager of the Rubber Specialties Division.

### Mercon Marks 25th



*John Mercon, a vice president of Colonial Tanning Co., Inc., Boston tanner, who is currently celebrating the 25th anniversary of his association with the firm. On Jan. 16, he was presented with a set of matching luggage by the company. Mercon has taken an active part in the firm's growth over the past quarter century and currently heads up Colonial's patent leather and Colotan divisions and its foreign department.*

### MAINE SHOE WORKERS ACCEPT 5% PAY HIKE

Shoe worker-members of the Lewiston-Auburn Shoeworkers Protective Association in Maine have voted to accept an offer of a five percent wage boost and other benefits made by the management of 13 factories in the area.

The new contract, effective Feb. 1, will cover some 3,000 workers em-

ployed in Lewiston-Auburn shoe plants, according to Marke H. Burke, secretary of the Association.

Burke added that negotiations are also continuing with two other plants in the area with agreement expected shortly.

Under provisions of the new contract workers will also receive a five cents increase in hourly minimum rates, raising these from 80 to 85 cents per hour. All employees earning 80 cents or more per hour will receive a five cents increase. Piece rate workers receive a five percent increase on base pay.

Burke explained the increase means workers have been given a 55 percent

boost over the 1941 base pay. Their last boost was for 8 percent, won in December, 1951. Pay currently ranges from the minimum to about \$2.50 an hour.

Firms participating in the new pay agreement are the Panther Moccasin Mfg. Co., Inc., Belgrade Shoe Co., Belle-Moc, Inc., Charles Cushman Co., Shapiro Bros. Shoe Co., Inc., Crest Shoe Co., Air-Tred Shoes Corp., Weymouth Shoe Co., Lombard-Watson Co., Federal Shoe, Inc., Maine Shoes, Auburn Wood Heel Co. and Reliance Wood Heel Co.

Burke said wage negotiations are continuing with the Lown Shoes, Inc., and the Lown Wood Heel Co.

# Campello Shanks

## MAKE GOOD SHOES BETTER



## SOLD WHEREVER BETTER SHOES ARE MADE

CAMPELLO 69, MASSACHUSETTS

## WOOD HEEL GROUP RE-ELECTS OFFICERS

### *Doherty Again Heads Eastern Association*

Harold E. Doherty of Eagle Wood Heel Co., Inc., Haverhill, Mass., was re-elected president of the Eastern Wood Heel Manufacturers' Association, Inc., at the group's annual meeting held Jan. 13 in the Community Cafeteria, Haverhill.

Other officers named to serve a second term include Arnold Gorevitz, Gorevitz Wood Heel Co., Amesbury, Mass., as vice president; Richard Goldbaum, Russell Heel Co., Lawrence, Mass., secretary; and Earl Ashworth, Universal Heel Co., Inc., Lowell, Mass., treasurer.

The Executive Committee includes the above officers and Pat T. Gabriel, Gabriel-Century Wood Heel Corp., Brooklyn, N. Y.; David Giesser, Dix

Heel Co., Rochester, N. H.; Robert H. Goldbaum, Russell Heel Co., Plaistow, N. H.; Saul Karelis, M. Karelis Wood Heel Co., Haverhill, Mass.; and Burton L. Wilner, Wilner Wood Products Co., Norway, Maine.

The Guild Associates, Boston, will continue to manage the Association.

## FRIED, OSTERMANN BUYS HELLER GLOVE

Purchase of the 56-year-old Heller Glove Co., veteran Milwaukee glove manufacturer, has been announced by Fried, Ostermann Co., Milwaukee maker of leather gloves and sheepskin clothing.

Heller glove manufactures high grade men's and women's gloves. Purchase price was not disclosed.

Acquisition of Heller facilities is expected to increase Fried, Ostermann production by 50 percent while rounding out the company's glove

line, according to Richard G. Fried, president of the firm. Heller made more than 200,000 pairs of gloves annually, he added, and Fried expects to double this output.

In a reorganization of officers, Herman Heller, former president of Heller Glove Co., and Sidney Levi, former treasurer, were named vice presidents of the merged firms.

Fried recently has devoted most of its manufacturing facilities to the production of gloves and mittens. The company recently sold its Albert-Richard garment division.

Operations at the Heller plant will be transferred to the Fried factory and employment has been offered 55 former employees of the Heller company.

## TRIANGLE FINISHING BUYS GEISLER & LEHR

Purchase of Geisler & Lehr, Inc., of Gloversville, N. Y., world's largest tanner of mocha glove leather, has been announced by Triangle Finishing Corp., also of Gloversville. The transaction climaxed growing rumors that Geisler & Lehr was about to shut down its plant.

The sale included only the firm's mill and machinery and did not include its stock of leather, supplies, furniture, etc. The latter will be sold at a private sale.

Geisler & Lehr began operations some 40 years ago and has long been noted as largest tanner of fine mocha leathers in the world. It was founded by Frank O. Geisler and Theodore Lehr, who served as president and vice president and treasurer respectively. A son, Floyd E. Geisler, who joined the firm in 1933, was secretary.

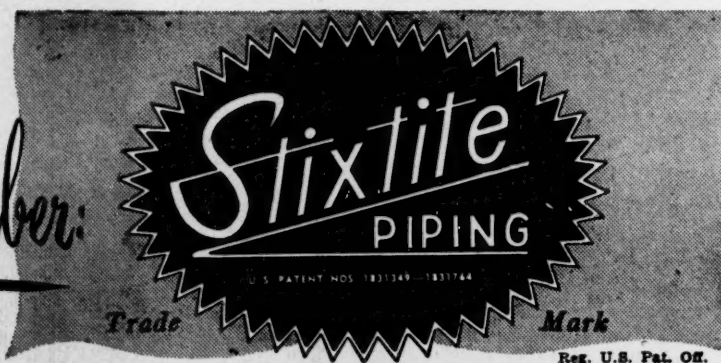
Triangle Finishing Corp. has been engaged for the past 29 years in custom dyeing and finishing of warp knit fabrics.

## COLONIAL HOLDS OPEN HOUSE



New quarters of Colonial Tanning Company at 195-201 South Street, Boston, were officially opened on Jan. 7 at an "Open House" attended by hundreds of Colonial customers and leaders of the shoe and leather trades. The Colonial quarters, comprising six floors and basement, employ a new ventilating system with electric filter that removes 90% of all dust and pollen, furnishes a complete change of fresh, filtered air every two minutes. Left to right are Joseph Kaplan, George Silva, Carl Ganter, Sam Rubin, John Mercon, and Kivie Kaplan.

*Always Remember:*



UNITED STAY COMPANY, Inc. 222 THIRD ST., CAMBRIDGE 42, MASS.



## MILITARY BIDS AND AWARDS

### Athletic Equipment

**January 28, 1953** — Chicago Quartermaster Depot issues Invitation QM-11-009-53-574 covering following athletic items: Item 1—1,800 rubber-covered 12" Softballs; Item 2—100 Laceless Volley Balls; Item 3—100 unfilled Baseball Bases; Item 4—480 baseballs. Opening in Chicago at 10:00 a.m.

### Athletic Equipment

**February 2, 1953** — Chicago Quartermaster Invitation QM-11-009-53-596, covering bids on following athletic equipment. Item 2—20 Golf Bags; Item 3—100 Soccer Balls; Item 4—1,330 Softballs, Leather-Covered; Item 6—70 Leather Laceless Volley Balls; Item 7—2,016 Baseballs. Opening at 10:00 a.m.

### Athletic Equipment

**February 6, 1953** — Chicago Quartermaster Depot issues Invitation QM-11-009-53-587 covering: Item 1—40 packages Archery Arrows; Item 2—20 heavyweight Striking Bags; Item 3—20 Lightweight Striking Bags; Item 8—50 Laceless Leather Volley Balls; Item 9—6 sets Pool Balls; Item 10—360 baseballs; Item 11—50 Laceless Basketballs; Item 38—10 sets 8 oz. Boxing Gloves; and Item 39—20 sets 10 oz. Boxing Gloves; Item 40—100 pairs Striking Bag Gloves. Opening 10:00 a.m.

### Athletic Equipment

**February 9, 1953** — Chicago Quartermaster Invitation QM-11-009-53-613, covering following athletic equipment items: Item 1—1,500 Volley Balls; Item 2—376 Striking Bags; Item 9—1,600 First Baseman's Mitts, Class 1; Item 10—2 First Baseman's Mitts, Class 2; Item 12—100 Baseball Fielders' Gloves, Type II; Item 13—800 Baseball Fielders' Gloves, Type I; Item 14—100 Baseball Fielders' Gloves, Type II.

### Boot Covers

**February 9, 1953**—TAP-30-352-53-154 — 16,000 prs. boot, cover, impermeable M-1; 100% export pack; prices to be quoted either FOB origin or FOB destination which is Columbus, Ohio; delivery at the rate of 3,200 prs. each during May, June, July, August and September; opening, New York, 2 p.m.; this procurement for the regular Army.

### Helmet Liner Band

**February 9, 1953** — Invitation QM-11-009-53-610, issued by Chicago Quartermaster Office, calling for bids on 216,000 head and neck bands for liner M-1. Specification MIL-B-1953, vegetable-tanned, full grain calfskin. Opening in Chicago.

### OPEN LEATHER BIDS

There were twenty-seven bidders at the opening of ASTAPA invitation TAP-30-252-53-95, calling for fourteen leather items. The following firms submitted low bids for the desired merchandise:


A. F. Gallun & Sons, Milwaukee, Wis.; item 1—200 skin leather calf-

skin, black tooling—offered 2,600 sq. ft. at .66; item 2—200 skin leather calfskin, medium brown tooling—offered 2,600 sq. ft. at .66; item 5—1,440 skin leather, calfskin, natural russet, medium weight—offered 18,720 sq. ft. at .58; 60 days acceptance, 2% in 30 days.

Brindis Tanning Co., Haverhill, Mass.: item 3—250 skin leather sheepskin, el Morocco, green tooling—at .2574; item 4—400 skin leather sheepskin, lining skiver, brown—3,200 sq. ft. at .1378; 60 days acceptance; 1% in 20 days.

New Jersey Tanning Co., Newark; item 6—368 side, leather, case russet—offered 9,600 sq. ft. at .393; 60 days acceptance, 1/2 of 1% in 20 days.

*There's a Good JENKINS Midsole*



*in every Price Range*


**TITAN MC KAY** . . . The lowest priced dependable midsole on the market.

**SUNTAN®** . . . Popular . . . Durable . . . Water Resistant.

**FIBALIN®** . . . Flexible . . . Widely used on Fine Shoes . . . Best by Test . . . in three Popular Colors . . . Brown . . . White . . . Black.

**NATURO** . . . The Ultimate in Quality . . . Cuts like Leather . . . Trims like Leather . . . Acts like Leather . . . Because it is *Leather Plus*.

*Be sure to investigate these Materials for use in Dutchmen and Women's Shoes.*



**THE GEORGE O. JENKINS CO.** *Manufacturers of Leather Fibre*

BRIDGEWATER MASSACHUSETTS



**Record number of cattle on feed in U. S. on Jan. 1.** This is new report by Department of Agriculture. Government estimates total at 5,836,000 head, an increase of 16% over the 5,024,000 head reported a year ago Jan. 1 and 26% above 1947-1951 average of 4,349,000. Prospect is for continued "more than adequate" supply of hides over next few years, short of change in international situation.

**Breakdown of cattle by territory finds number on feed in North-Central states 23% larger than last year.** The 13 Western states showed 2% less than last Jan. 1. Most feed cattle contained in North Central states—fully 4,480,000 head as compared with 3,647,000 last year. Of corn belt states, only Kansas, off 5%, showed decline.

**First figures released this week by Commerce Department on Nov. 1952 shoe production sets output at 39 million pairs.** This is 12% above Nov. 1951 total of 35 million but 16% less than Oct. 1952 output of 46 million. More complete figures ready next week.

**Tanners' Council had estimated Nov. 1952 output at approximately 40,600,000 pairs.** Council also saw total 1952 output at 508,169,000 pairs in preliminary estimate, with Dec. production seen at approximately 40 million pairs. Government figure of 39 million means actual Dec. shoe output must hit close to 41,600,000 pairage to reach 508 million pairs seen for year.

**Goodyear now reveals new lightweight plastic sole,** said to be light enough to float in water. "Crown Neolite" is claimed to contain millions of air bubbles and only three-quarters the weight of regular Neolite.

**The new Neolite is limited thus far to shoe repair shops and soling manufacturers.** However, Goodyear hopes to channel it into luggage shortly. Prices will prove interesting from this angle: present price of Crown Neolite on a par with standard Neolite but Good-

year expects to offer latter at "drastically reduced" prices soon because of new product.

**Latest word on Canadian livestock embargo** is that U. S. Department of Agriculture will lift ban on March 1, 1953 as planned. That is, if new outbreak of hoof-and-mouth disease is not reported before then. National Hide Association here has been avid supporter for ban lifting. Record shows some 455,000 livestock came into U. S. from Canada in 1950, with the bulk dairy cattle.

**Few people realize the cost involved in stamping out even a small outbreak of the dread hoof-and-mouth disease.** Only a few Canadians realize the time, effort and cost involved in recent outbreak. Loss of revenue to Canadian farmers for livestock shipped to U. S. and elsewhere was only part of story.

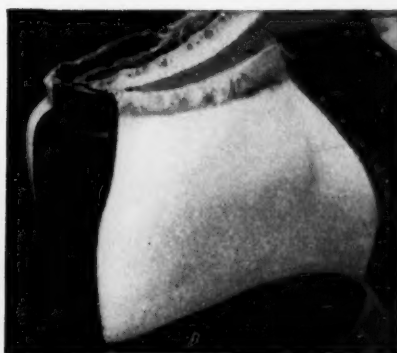
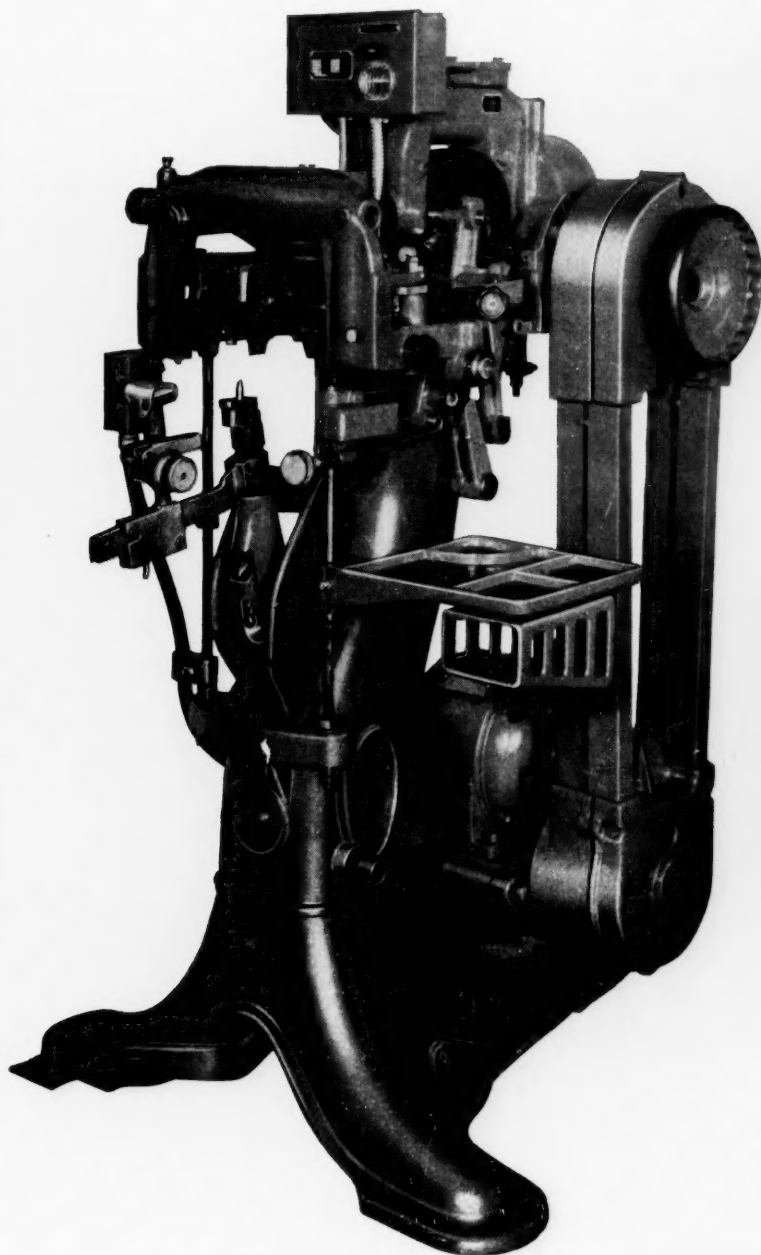
**Unofficial estimates place obvious cost at over \$31 million.** This doesn't include cost of steps taken to eradicate the infection. For example, last-known infection was wiped out in slaughterings of May 4 last year. Yet campaign involved scraping of surface soil on 29 infected farms, washing scores of barns, outbuildings, miles of fences with strong disinfectants, burning tons of straw, wood and refuse.

**Final step was 60-day testing time.** Test herds of calves and hogs were turned loose on 29 infected farms and 13 where contact had been possible. Livestock grazed and rooted here for 60 days, closely watched by veterinarians.

**Nine months after first outbreak** on farm of Leonard T. Wass at Maclean, near Regina, Saskatchewan, Department of Agriculture declared Canada free of hoof-and-mouth disease. Curiously, the area was not quarantined until Feb. 18, almost three months after first outbreak reported on Nov. 26, 1951. In that period, because Canadian experts were not sure the disease was actually hoof-and-mouth, only the actually diseased farms were quarantined. Cattle of adjoining farms were allowed to move all over the country. Thus Canada itself was fortunate its sins of omission did not result in country-wide catastrophe.

# USMC Sewed Seat Lasting Machine—Model A

**DESIGNED FOR THE JOB**



Improved heel seat feather lines due to tight, positive lasting under heat and pressure. Machine handles complete range of sizes; children's to men's size 15.



Better inseaming — better shoe-making in following operations — because wipers form definite crease next to rib.

This new machine is designed to give you constant uniformity in sewed seat work. Its automatic operation provides quality work at a rate of production in line with other modern high production lasting room machinery.

Ask your United Branch Office for complete details about this new USMC machine.

**UNITED SHOE MACHINERY CORPORATION**  
**BOSTON, MASSACHUSETTS**



**NEW** for California Shoes



# **Saddle Print Vinyl**

## **HARVARD'S PLASTIC SOCK LINING**

*Made with a backing of Nu-Sta or fabric. Write for samples and quotations.*

**HARVARD COATED PRODUCTS CO., INC.**  
112 NORFOLK AVENUE., ROXBURY, MASS.



Combine High Style  
and Comfort  
with

# Foam-Tex



THE FOAM RUBBER  
IS COMBINED TO  
KIDKO LEATHERBASE  
SOCK LINING OR SHEETINGS

A new development by HARVARD.

Here we have fashionwise comfort for all types of shoes. Now being adopted by more and more makers of conventional type footwear.

Cushions the foot and conforms to the regular size of the shoe. No extra manufacturing operations required — no need for extra patterns or dies to insure proper fit — it works like your regular sock lining.

## HARVARD COATED PRODUCTS CO., Inc.

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ROXBURY, MASS.

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New York, N. Y.

VICTOR SHORT  
Windsor Road  
Kirkwood, N. Y.

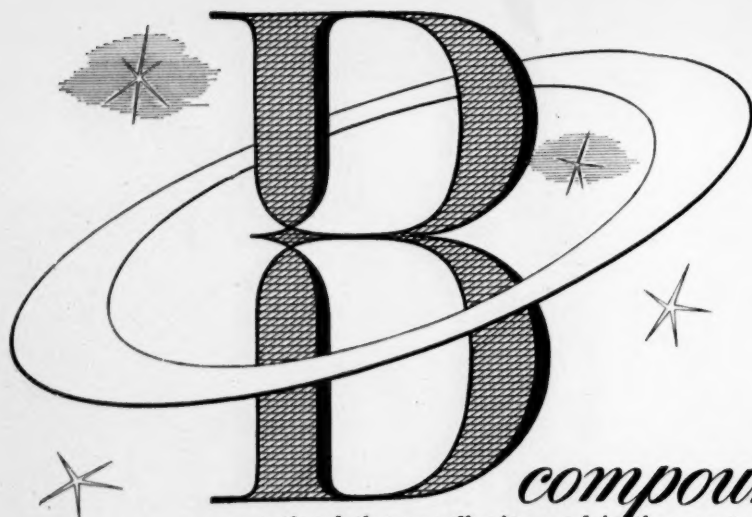
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*compound...* is our name for the sensational thermo-adhesive used in the construction of six important new box toe materials. Cream white in color, it is both clean to handle and clean in shoes. It softens speedily in box toe apparatus and permanently bonds the vamp lining to the box toe. Toe walls and domes are uniformly rigid yet their rearward portions are as you want them to be — flexible — and comfortable to the foot. Seven years in our laboratories, B compound, and the structural plastic films used with it, represent the latest — and the ideal — box toe construction for volume shoemaking.



For samples and further information please write Beckwith Manufacturing Company, Dover, New Hampshire, specifying the particular material you are interested in and enclosing patterns or tracings of the sizes wanted.



	#2 WHITE	3DNC	DCL-50	NC	2GF	4GF
FOR }	WHITE FELT BASE Women's & Juveniles	WHITE FLANNEL BASE Women's & Juveniles	WHITE LAMINATE Juveniles	GREY FLANNEL BASE Women's & Juveniles	GREY FELT BASE Women's & Juveniles	GREY FELT BASE Men's





# Stylescope

SHOE FASHION NEWS AND TRENDS

**Color question looms again for Summer.** Problem is this—will colors which are being touted now by industry meet with consumer acceptance? To analyze problem, let's first understand where these new colors come from. Tanners of fashion leathers work long and hard in laboratories to develop new hues and shades for season. These are based on advance information obtained from fashion sources in textile world and advance reports from ready-to-wear industry. Colors are developed which will complement coming fabrics—those with logical, fashionable coordination possibilities. In other words, it's not just another shot in the dark.

**Joint Color Committee of Tanners' Council of America,** representing tanners, shoe manufacturers and retailers, then selects leather colors from this vast range to establish for specific season. Much thinking and planning, with background of experienced training, go into these selections. Then industry members sell manufacturers on their various colors. And the race is on. Throughout shoe factories in America, racks and racks of shoes are seen in a riot of color. Buyers have been sold on one or another color by manufacturers.

**Why do some of these colors fail—why do some succeed?** We can think of many instances where a particular color received enthusiasm throughout industry—by tanners, manufacturers and retailers—and then was given the "pretty, but" treatment by consumers who didn't respond. Last year violet was a case in point. Everyone was going violet crazy—everyone, that is, except the consumer. How many retailers got stuck with these shoes? And when retailers get caught, it reflects on manufacturers and tanners. Why did entire industry get off on the wrong foot with this color?

**Answer is this: All the planning is done, all the sweat, blood and tears are shed at pre-consumer level.** Once shoes are in stores, everyone sits back and relaxes. Tanners and shoe manufacturers carry as great a share of burden to sell as retailers. If tanners and manufacturers are convinced of fashion-rightness of a particular color—enough so that they convince their buyers of its potential—it is their duty to see the thing through to consumer as well.

**If you're going to promote a new color, which means the all-important extra sale—then promote it where it counts.** A shoe color won't stand by itself no matter how much logic there is behind its adoption. Those who select colors are fashion experts, have all the information and reasons why in the palms of their hands. Are consumers made aware of this reasoning? To get back to violet, when such a color is being shown, consumer has to be told how to wear it. Granted, the proper ready-to-wear colors are in evidence for all to see, and would look lovely with violet, pink, yellow or what-have-you shoes. But does consumer quite realize this?

**It's shoe retailers' job to bring home to customers striking and dramatic color possibilities with shoes.** And, more

important, it's up to the tanning and shoe manufacturing industries to stand behind their brain children and products in consumer advertising and promotion schemes. For instance, how many shoe manufacturers, when advertising particular colors in shoes, show these coordinated with the season's newest ready-to-wear fabrics and colors? A very small minority.

**From this vantage point, it appears that there has to be more industry-wide integration.** Complete cooperation between tanners, shoe manufacturers and shoe retailers in planning, promotion and merchandising is vitally essential for good of all. No one of any three branches of the industry has any less share of responsibility at any of the three levels of planning.

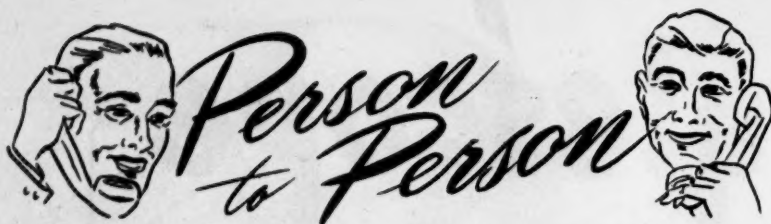
**Another case in point: Industry became excited about new amber tones for men.** Did men actually take to these? No. Why? When shoes were finally ready for display in retail windows, that was about the end of it. They were shown. Consumers saw them. But, consumers were not given a fashion sales story. Weren't sold on the idea of these new colors, why they were good, why they should be purchased. Nevertheless, amber tones for men are good, are right. How about telling the world about it?

**Talk in women's shoes for next Spring is pink.** Unless it just so happens that fashion editors of newspapers and women's magazine decide, quite by coincidence, that they'd all like to blow horns about pink, this color destined for same fate as violet last season. Only those women who have little more fashion imagination than usual, can see possibilities of these off-the-beaten-track colors. And that doesn't make for the number of sales necessary to make color worthwhile stocking. Somebody's got to show the public why pink or any other color is good.

**Industry also getting excited about aniline-finished leathers in medium brown tones for women.** We all know these stand good possibilities with present ready-to-wear picture. Will consumer know it? Will she first be educated on advantages of beautiful effects in leather tannage possible with aniline finishes? And then will she be told of how these soft medium-toned browns fit in so ideally with the season's smartest wardrobes? Or how they can add new spice and zest to last year's items, giving them a fresh, newly smart look?

**And many in industry are diligently working out authentic ideas, colors, lines, etc., to fit in with coronation theme prevalent in fashion world.** Are these styles going to be shown only in windows without any explanation? Or are they going to be promoted for what they are—capturing sales-appeal behind the event—and coordinated to timely fashions which are so right for this idea?

*Rosalie Marybanian*



• **Murray J. Garfinkel**, president of Comet Chemical Co., Inc., Newark, N. J., producer of specialty lacquer coatings for leather and water and plastic pigment finishes, has announced that **Alexander A. Ross** has joined him in conduct of the firm. Ross was previously a production executive with a producer of industrial finishes.

• **C. F. Cooke** has resigned as New England sales representative in the shoe and allied trades for **George O. Jenkins Co.** of Bridgewater, Mass. He has been succeeded by **Axel M. Anderson**.

• **Fred A. Sawyer** has been appointed general manager of the footwear and general products division of **United States Rubber Co.** He succeeds **George Blair** who is retiring after 41 years of service. Sawyer will make his headquarters in the company's Mishawaka, Ind., plant.

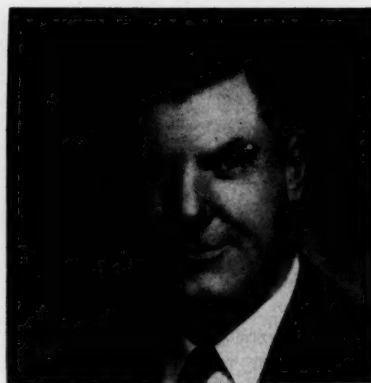
• **Robert Caltalbiano** has joined the sales force of **Sterling Last Corp.** of New York. His headquarters will be at the New York office and factory although he will periodically visit all shoe centers over the country. Caltalbiano was formerly quality supervisor with **Andrew Geller, Inc.**, and prior to that served with **I. Miller & Sons, Inc.**, for 34 years.

• Continuing his campaign as a one man publicity committee for the leather industry, **Frank Reed**, general manager of **Besse, Osborn & O'Dell, Inc.**, Boston sheepskin tanner, delivered another of his illustrated lectures on the sheep leather business Jan. 11 before the **Young People's Society of Malden (Mass.) Universalist Church**. His lecture, illustrated by colored slides he has photographed himself, covers all aspects of the sheepskin trade from slaughter to the man-

ufacture of shoes and other leather goods.

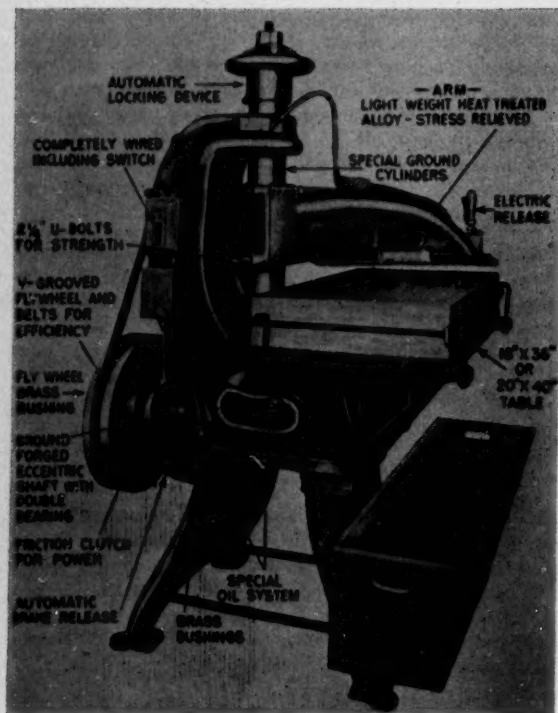
• **Leo Stern** has been named making-room foreman at **Greene-Crescent Casuals, Inc.** Stern was formerly superintendent of **Jaycee Footwear** in Hempstead, L. I.

• **J. A. Tardiff** has been appointed works manager of **Hooker Electrochemical Co.'s** new caustic soda-chlo-



rine plant now under construction at **Montague, Mich.** He has been with the firm since 1937. **J. T. Rutherford** is production superintendent and **G. E. Duckwall** is plant engineer.

## NOW... A TRIGGER-CONTROL CLICKER!



## THE NEW SCHWABE

### "Trigger" Clicking Machine

Here's the new Schwabe Clicking Machine with many over-all improvements . . . plus a trigger-control mechanism.

### HOW TRIGGER-CONTROL CUTS CUTTING COSTS

Assures greater cutting efficiency.  
Markedly lessens physical and nervous fatigue.  
Permits uniform tripping.  
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Offers low-maintenance, automatic brake-release operation.

Write or phone for a demonstration . . . today.

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### PARTS & SERVICE:

Los Angeles, Chicago, St. Louis, Gloversville,  
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## LEATHER SALES STILL SPOTTY WHILE HIDE MARKET SOFTENS

*But Tanners Report Growing Interest As Busy Spring Season Looms*

### NEW YORK MARKETS

**Upper Leather:** Situation has slowed up on sides and this week looks about the same as last. Most shoe manufacturers are well supplied with leather for Easter shoes and, in fact, many of them are still after tanners for leather owed them. New business is slow and, except for odd-lot fill-in business, there is not much to talk about.

On large spread elk of 4½-5 ounces, most price lists have been dropped a few cents and 40c and down seems to be about average. Some list higher, like 43c and down. Combination-tanned leather said about 48c and down for large spread, some 46c and down. On extremes there are tanners who list 45c and down, others higher, as to tannage, etc.

In calf leather, women's weights are slower with the demand, when found, mostly on middle to low grade leather. Lists on suedes start at 95c and down, some 90c and down but tanners admit business is usually at 85c and down. On smooth calf lists are 90-85c and down with business usually at 80c and down.

**Sole Leather:** Tanners admit a slowing of business in bends but find the demand for bellies and double rough shoulders still pretty good.

However, though buyers are looking for declines in the price of bends most tanners continue to price them 56-72c for 10 iron and up through to lights and, as far as it can be confirmed, no business involving good bends at under this range has been heard.

Bellies still very much 25c for cows and steers with some getting 26c for steer bellies. Double rough shoulders fully 52-54c for lights, with continuing business and this shows no change. Single shoulders slow.

### Sole Generally Slack

Continued declines reported in heavy leathers serve to heighten price pressure in Boston sole leather market, keep trading close to vest. Tanners still expect renewed activity by end of month, not too anxious to make commitments during declining market. Buyers, on the other hand, interested only in concessions, prefer to await new price levels otherwise.

For the most part, buyers try to buy bends at least 2c below current lists. Tanners try to hold steady although a few concessions made here and there. In general, 10 iron and over bends move best at 52-53c and down while the 9/10 irons find going hard over 57c. Medium bends better at 62c and down. Lights still held up to 70c but interest a cent or two lower.

### Prices and Trends of Leather

KIND OF LEATHER	THIS WEEK	MONTH AGO	YEAR AGO	1951 HIGH
CALF (Men's HM)	80-1.05	85-1.10	75-93	85-1.10
CALF (Women's)	75-92	80-1.03	60-89	80-1.03
CALF SUEDE	80-1.05	85-1.10	80-1.00	85-1.10
KID (Black Glazed)	75-90	75-90	70-1.05	75-90
KID SUEDE	80-96	80-96	70-95	80-96
PATENT (Extreme)	56-62	56-60	55-80	56-60
SHEEP (Russet Linings)	18-32	18-30	16-30	18-32
KIPS (Combination)	55-57	55-58	54-58	56-60
EXTREMES (Combination)	51-53	54-56	50-54	54-56
WORK ELK (Corrected)	36-42	38-44	44-46	38-46
SOLE (Light Bends)	66-70	68-72	72-75	68-72
BELLIES	23-25	25-26	25-28	26-27
SHOULDERS (Dble. Rgh.)	50-53	50-55	56-62	50-55
SPLITS (Lt. Suede)	34-38	35-39	36-38	35-39
SPLITS (Finished Linings)	24-26	24-26	15-20	24-26
SPLITS (Gussets)	17-19	18-20	21-26	18-20
WELTING (½ x ¼)	7¾	7¾	12½	8
LIGHT NATIVE COWS	17½-17¾	20	23½-25	20

All prices quoted are the range on best selection of standard tannages using quality rawstock.

FOR

*Quality*  
**SOLE  
LEATHER**

*dependable.  
uniform..*

**BENDS  
SHOULDERS  
BELLIES  
CUT STOCK**

Also

*Specialty Leathers  
for Belting,  
Hydraulics, Textiles,  
Packing and  
Strap Leathers.*



**EBERLE**

**TANNING CO.**

WESTFIELD, PENNA.



# MOCCASIN COWHIDE

**at its colorful best**

*Fashionably Soft for comfort. Most Adaptable to laced moccasins and casuals . . . finest full grain you've ever seen!*

**SHOE SPLITS:** Grain finished for mellow chrome uppers . . . Retan for soles . . .

**GLOVE SPLITS:** Complete price range . . . Quality always uniformly high.

**Write for swatches today!**

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### SPECIALISTS in SPLITS

SUEDE LININGS  
SOLE & GUSSET

GLOVE LEATHERS  
HORSEHIDES  
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GEHARDT CO. TANNING CO.  
136 W. DREXEL ST. MILWAUKEE

### Offal Unchanged

Not much of anything reported by Boston sole leather offal tanners. Main buying interest continues in bellies with some buying of double rough shoulders. All other selections pretty quiet. Prices unsettled.

Steer bellies sold up to 26c although emphasis at 24-25c. Cow bellies tops at 25c. Single shoulders very quiet; prices to suit the occasion. Good double rough shoulders bring 53c and below for lightweight welting stock; above this for waist belt stock. This is still an active market. Heads and shanks quiet. Former around 16-17c; fore shanks at 16-18c; hind shanks at 18-20c.

### Calf Still Quiet

Steadiness of calfskin market plus well-sold-up position of most calf tanners contrives to hold leather prices at recent levels. Many calf tanners report they could sell a good deal of leather for immediate delivery at current prices; most interest is for future delivery, generally during March. These orders still hold near recent reductions of 5c for women's weights, 2c for men's. Shoe manufacturers who have not filled their calf leather needs for Spring find little leather available now.

Women's weights still priced at 92c and down for top grades; best interest at 80c and below. Men's weights still \$1.05 and down although interest here is 90c and below. Suede still does best at 90c and below.

### Side Spotty

Weakening of hide market has depressing effect upon some side prices. For most part, declines are limited to 1/2c to 1c with buyers pressing for more. Smooth combination-tanned extremes, HM weight, at 52c and below, as are vegetable-tanned extremes. Work shoe finds no business above 42c, with range-down to 38c.

Kips hold steady. Combination-tanned kip sides still bring 58c and down in HM weights; chrome-corrected at 60c and down for HM's.

### Splits Uncertain

Not much doing in this market as yet, say Boston splits tanners. Slow Jan. business still prevails. More heavyweight suede splits could be sold but these are not too plentiful. Light suede splits not as active as is case with linings and gussets.

Heavy suede splits 44c and down, generally steady. Lightweight slower, not as steady, at 38c and below. Linings slow in mid-20's. Gussets draggy below 20c.

### Sheep Same

Not much change in Boston sheep leather market. Steadiness of good pickle skins on domestic market keeps finished leather prices at recent levels. A fair amount of new business still comes in and tanners have some good orders they are still working on.

Russet linings bring 22c and below although all kinds of prices heard. Boot linings still at 24-26c. Chrome linings moderately busy at 28-29c and down. Colored vegetable linings moving spottily at 26c and less.

### Kid Slack

Kid leather tanners of Philadelphia report business fairly slow this past week. Not only did the long holidays slow things up but taking of inventory this time of year has an effect on activity.

Interest in black suede continues and there is steady demand. Glazed is doing slight business in red and blue. White good in suede and glazed although definitely slower.

Slipper leathers sold rather well the past weeks due to manufacturer of Romeo slipper which means that sales were mostly in shades of brown. Little interest developed around colored slipper leathers.

Kid leather prices were, to quote one tanner, "darn firm." While actual price lists are the same as those printed for a number of months, tanners no longer feel it necessary to make adjustments in order to complete sales. They are confident that they can get their prices as quoted.

### Average Prices Quoted

Suede 32c-96c  
Glazed 25c-92c  
Linings 25c-55c  
Slipper 25c-60c  
Crushed 35c-75c  
Satin Mats 69c-\$1.20

### Belting Slow

Belting leather tanners in Philadelphia report things have not yet come out of the holiday doldrums.

Curriers do not have much to report since business is not as active as had been expected and not too many new orders have come in as yet. However, there is some demand, and tanners say that prices are holding firm. No change in lists expected to occur, at least, during the month of Jan.

### AVERAGE CURRIED LEATHER PRICES

Curried Belting	Best Selec.	No. 2	No. 3
Butt Bands	1.30-1.35	1.25-1.31	1.13-1.27
Centers 12"	1.61-1.64	1.51-1.55	1.39-1.45
Centers 24"-28"	1.56-1.58	1.49-1.52	1.40-1.53
Centers 30"	1.47-1.52	1.41-1.47	1.31-1.43
Wide Sides	1.21-1.25	1.15-1.21	1.05-1.14
Narrow Sides	1.15-1.17	1.10-1.13	1.00-1.07

Premiums to be added: Ex Light, plus 5c; Light, plus 7c; Heavy, minus 5c-10c; Ex Heavy, minus 5c.



## Glove Leathers Neglected

As expected, this market is very quiet. Not much business expected for some time as spring business runs heavily to fabrics.

Some fair-sized orders at last year's prices kicking about, but tanners reluctant to accept them. Uncertainty of the raw skin market is acting as a brake on business. Some important glove buyers have declared that they will pay no more for gloves this year than they paid last year. The result is a stalemate in the leather market that only time will resolve.

Reported that a table run of men's grey suedes offered at 32½c. Also that some sales of Iranians made at a cent below the quoted level.

## Garment Dull

Steadiness in the New Zealand market for pickled skins and the none too plentiful domestic supplies at about unchanged prices are factors which do not allow tanners much leeway for making any price concessions to buyers and, at the same time, do not justify any advances.

Consequently, market for sheepskin garment leather has remained fairly stable at 32c and down for better tannages of suede and around 30c and down for good tannages of grain finish. Volume business was last done on an average basis of around 26-27c for the two types.

Same situation seems to prevail regarding horsehide garment leather. Here too, tanners have found rawstock markets fairly stable despite the declines in cattle hides and lists have been rather firmly maintained at 38c and down for good tannages of horsehide garment leather with average price basis around 34-35c.

## Bag, Case and Strap Cautious

Thus far, sellers have been trying to maintain lists around last prices although reports that concessions of a cent or two may be necessary to close new business.

Case leather still quoted up to 46-48c for 2/3 ounce, 48-50c for 3/4 ounce and 50-52c for 4/5 ounce. Russet strap leather of Grade A quality quoted nominally unchanged, 4/5 ounce at 56c, 5/6 ounce at 58c, 6/7 ounce at 60c, 7/8 ounce at 62c, 8/9 ounce at 64c, 9/10 ounce at 67c, and 10/11 ounce at 70c. B grade quoted 3c less and C grade an additional 6c less. Colors bring a premium of 2c and glazed 3c over russet finish.

## Work Glove

Not a great deal of activity so far as new business in work glove splits

is concerned. Demand spotty and only occasional purchases of leather made since the turn of the year.

LM weight work glove splits quoted unchanged, No. 1 grade up to 15c, No. 2 grade 14c, and No. 3 grade 13c. M weight alone remains around 16-17c for No. 1 grade, 15-16c for No. 2s, and 14-15c for No. 3s.

## Tanning Oils Wanted

### Raw Tanning Materials

Divi Divi, Dom., 48% basis shp't. bag	\$70.00-\$72.00
Wattle bark, ton	"Fair Average" \$104.00
Ground	"Merchantable" \$100.00
Sumac, 28% leaf	\$120.00
Ground	\$120.00
Myrobalsans, J. I's	\$16.00
Genuine, 40%	\$51.00
Crushed, 40%	\$65.00
Valonia cups, 30-32% guaranteed	\$65.00
Valonia Beards, 42% guaranteed	\$85.00
Mangrove Bark, 30% So. Am.	\$60.00
Mangrove Bark, 38% E. African	\$79.00-\$81.00

### Tanning Extracts

Chestnut Extract, Liquid (basis 25% tannin), f.o.b. plant	
Tank cars	4.25
Barrels, c.i.	5.10
Barrels, l.c.l.	5.42
Chestnut Extract, Powdered (basis 60% tannin), f.o.b. plant	
Bags, c.i.	10.92
Bags, l.c.l.	11.65
Cutch, solid Borneo, 55% tannin, plus duty	.08½
Hemlock Extract, 25% tannin, tk. cars f.o.b. works	.0625
bbis. c.i.	.06½
Oak bark extract, 25% tannin, lb. bbis. 6½-6¾, tks.	.06½
Quebracho Extract:	
Solid, ord., basis 63% tannin, c.i. plus duty	.11 31/64
Solid clar., basis 64% tannin, c.i.	.12 3/16
Wattle extract, solid, c.i.	.10½
(plus duty) East African	.11½
Wattle extract, solid, c.i.	.11½
(plus duty) South African	.11½
Powdered super spruce, bags, c.i.	.05½
l.c.l.	.01½
Spruce extract, tks. f.o.b. wks.	.01½
Myrobalan extract, solid, 55% tannin (plus duty)	.07½
Myrobalan extract, powdered, 60% tannin (plus duty)	.10
Valonia extract, powdered, 62% tannin (plus duty)	.09½
Quebracho Extract, Powdered, Swedish spray dried, 76-78% tannin	.16½
Wattle Extract, Powdered, Swedish, 73% tannin	.15½
Powdered Spruce, spray dried, Swedish	.13½
Myrobalan, Swedish, Powdered 68-70%	.11½
Oakwood, Swedish, solid, 60-62%	.11½
Oakwood, Swedish, powdered, 64-66%	.12
Larchbark, Swedish, solid, 54-56%	.11½
Larchbark, powdered, Swedish spray-dried, 58-60%	.12½

### Tanners' Oils

Cod Oil, Nfd., loose basis, gal.	.90-.95
Cod, sulphated, pure 25% moisture	.13½
Cod, sulphated, 25% added mineral	.12
Castor oil, No. 1 C.P. dra. l.c.l.	.28½
Sulphated castor oil, 75%	.26
Linseed oil, tks., f.o.b. Minn. drums	.147
Neatsfoot, 20° C.T.	.32
Neatsfoot, 30° C.T.	.30
Neatsfoot, prime drums, c.i.	.16
l.c.l.	.18
Neatsfoot, sulphated, 75%	.16½-17½
Olive, denatured, drs. gal.	2.00
Waterless Moellon	.15
Artificial Moellon, 25% moisture	.13
Chamois Moellon, 25% moisture	.11-12
Common degreas	.11-12
Neutral degreas	.30-31
Sulphated Tallow, 75%	.12
Sulphated Tallow, 50%	.08
Sponging compound	.13-14
Split Oil	.11-12
Sulphated sperm, 25% moisture	.14-15
Petroleum Oils, 200 seconds visc., tks., f.o.b.	.17
Petroleum Oils, 150 seconds visc., Tks., f.o.b.	.16
Petroleum Oils, 100 seconds Visc., tks., f.o.b.	.14

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# SHARP DECLINES IN HEAVY HIDES AS TRADING SLOWS

## Bearish Tone Spreads To Other Selections While Tanners Apply Pressure

### Heavy Steers Slide

Heavy native steers seemed on a toboggan as prices plummeted sharply downward late last week and again early this week. New lower prices accepted on virtually each succeeding sale.

Last Friday one big packer quietly sold 2,500 heavy native steers at 14c following a sale by another big packer of 3,600 at 14½c plus a kosher allowance. Large independent packers also were active sellers at these prices. Early this week, another big packer sold 1,000 Chicago heavy native steers at 14c but the market subsequently weakened and sold another cent off when a fourth big packer cleaned up a block of 13,500 December-January production from River points at 13c.

Weakness shown by heavy native steers appeared to undermine the market for other selections. About 2,000 Chicago and St. Paul heavy native cows sold a half cent down at 15c and a large outside packer sold northern heavy cows in later trading at 14½c with the result that members of the trade were expecting next sales of

this selection from river points at 14c or possibly less because demand was quite thin.

Fair amount of activity in branded steers at ½c to 1c lower prices compared with a week ago. One big packer sold on Tuesday about 8,000 at 12c for butt branded and heavy Texas steers, 11c for Colorados.

Trading a little slow getting under way in branded cows this week. Packers in early negotiations reluctant to accept bids from buyers on a one cent lower basis of 13c for northern points. Although buyers inclined to name lower ideas on regular northern and river light native cows, two packers sold 4,600 from southwestern points such as Ft. Worth and Oklahoma at unchanged price of 23½c which is a premium due to exceptionally light average weight.

### Independents Easing

Large outside midwestern independent packers selling hides freely at declining prices. Several sold heavy native steers at 14c and were offering more at that price—no longer obtainable in view of big

packer business effected in substantial volume this week at 13c.

A Minnesota packer sold a small car of Austin heavy native cows at 14½c. Same packer understood to have sold small car each of butts at 12c and Colorados at 11c although seller would not confirm these prices. New York packer sold three cars of southwestern light hides at 18¾c for natives and 16¾c for brands.

First trading in awhile reported on the West Coast, one packer selling 1,000 Fresno steers at 12½c for butts and 11½c for Colorados.

### Small Packers Down

Lower prices established in small packer hide market in keeping with the downward trend in big packer selections. Following scattered sales of good 48-50 lb. avg. productions at 15c selected fob., some trading at lower prices ranging down to 14¼c selected fob. shipping point. Most buyers were naming ideas at 14c in negotiations at mid-week.

There have been some sales of heavier averages at declining prices. About 1,300 small packer hides averaging 69 lbs. sold at 13c for natives and 11½c for brands, sel. fob. Two cars of 69 lb. avg. branded hides sold at 11½c selected fob., mostly steers involved. Car 60 lbs. up small packer heavy cows sold at 13½c selected fob. Later, some 68-69 lb. avg. mid-west small packer hides sold down to 12c for natives and 10½c for brands, selected fob.

Some western small packer steers averaging 75 lbs. offered at 9c selected fob. west coast and Colorado points and one car of these brands sold at 8½ flat fob. While last confirmed sales of small packer bulls were at 9c selected fob. for 80-85 lb. avg. productions, this price now seems high and last reported bids were at 8½c.

### Country Soft

This market showing an easier undertone. Sellers have found that efforts to interest tanners at last paid prices have been fruitless as declines in outside markets have caused most buyers to back away and name lower ideas.

Regular mixed lots of 48-50 lb. avg. country allweights containing only small percentages of renderers reported obtainable at 11c while lighter hides such as locker-butchers free of renderers reported available at 12c and straight renderers at 10½c for averages around 45-46 lbs. So far as could be learned there is very little trading.

## HIDE FUTURES

COMMODITY EXCHANGE, INC., FUTURES MARKET

	Close Jan. 15	Close Jan. 8	High For Week	Low For Week	Net Change
April .....	15.05T	16.01T	15.85	14.58	—96
July .....	14.65B	15.40B	15.40	14.40	—75
October .....	14.45B	15.14B	15.00	14.41	—69
January .....	14.35B	14.80B	14.93	14.15	—45
April .....	14.10B	14.45B	14.58	14.45	—35
July .....	13.90B	.....	14.14	14.14	.....

Total Sales: 450 lots

## HIDE AND SKIN QUOTATIONS

	Present	Week Ago	Month Ago	Year Ago	Suspended Ceilings
Heavy native steers .....	13	15	16½	16	28
Light native steers .....	19	19	19½	24	31½
Ex. light native steers .....	21	21	21½	26	34
Heavy native cows .....	14½-15	15	15½	16	16½
Light native cows .....	17½-17¾	17½-17¾	18	22	24
Heavy Texas steers .....	12	12½-13	14½	15	25
Butt branded steers .....	12	12½-13	14½	15	25
Light Texas steers .....	16N	16	16½	22	29½
Ex. light Texas steers .....	18N	18	18½	24	32
Colorado steers .....	11	11½	13	14	24½
Branded cows .....	13½-14N	14	14½	15	15½
Native Bulls .....	10½	10½	11	14	20
Branded Bulls .....	9½	9½	10	13	19
Packer calfskins .....	42½-50	42½-50	45	40	41
Packer kipskins .....	31	37½	32	40	31

Country bulls considered not over 7½¢ and glue hides looked topky at 9½¢ for carload lots, fob. shipping points.

### Calf and Kip Limited

A few sales made by big packers of both calf and kip within the past week or so. Latest business this week involved 3,000 St. Louis kip at 37½¢ and 1,500 St. Louis overweights at 32½¢. Earlier, one packer had sold about 5,500 kip from northern small plants at 36¢ with overweights at 31¢ and about 5,500 southern at 34¢ for kip and 29¢ for overweights.

Last trading in calfskins consisted of 18,000 St. Louis and River calf sold by one big packer at 47½¢ for heavy and 42½¢ for light while another big packer sold 3,000 from St. Paul at 50-45¢ and about 1,000 Rivers at 47½-42½¢ for heavy and light, respectively. Buyers' ideas on big packer regular slunks said to be somewhat lower than last confirmed trading basis of \$2.25. Last trading in large hairless slunks at 80¢.

Trading in small packer skins has been rather limited. Small packer all-weight calf nominal around 35-40¢, sellers usually asking outside figure. Same situation prevails in small packer kip, which are ranged 25-30¢.

Country skins carload lots more or less nominal with last reported trading in calf at 21-22¢ while kip seemed to ease and considered not much above 18½¢, as some buyers backed away and talked down to 17½¢.

### Horsehides Better

A little better support to this market from buyers than is the case concerning cattle hides. Furthermore, supplies are not so plentiful and purchases have been made in the range of \$8.00-8.50 fob. shipping points for untrimmed heavy northern slaughterers while some trimmed hides have been quietly sold at 50¢ to \$1.00 less, according to some sources. Some movement of fronts at \$5.85-6.00 for regular lots of northern and some sellers asking \$6.50. Butts, 22" and up, firmed up and are now quoted \$2.75-3.00.

### Sheep Pelts Steady

Shearlings and clips selling mostly at steady prices. Clips sold by big packers at \$2.75-2.85 and a few choice lots brought a premium or \$3.00. Sales of No. 1 shearlings made at \$2.25-2.35, No. 2s mostly at \$1.60 and No. 3s at \$1.00-1.05.

Large outside packers sold January lamb pelts in the range of \$4.40-4.50 per cwt. liveweight basis. Full

wool dry pelts eased on sales made at 29½¢ fob. shipping points.

Pickled sheep and lamb skins ranged \$14.00-14.50 per dozen, flat basis.

The Dept. of Agriculture estimated that sheep and lambs on feed in the U. S. on January 1st totaled 3,754,000 head, down 7% from last year. Biggest decreases were reported in the important wheat pasture areas of Kansas, Oklahoma, Texas, Colorado and Montana. In the 11 Corn Belt States, sheep and lambs on feed were estimated at 2,362,000 head or 2% below a year ago. Except for Wis., Mo., Nebr., and Kans., lamb feeding

in the Corn Belt was the same or greater than last year.

### Dry Sheepskins Drag

Buying continues at a minimum as most operators complain asking prices are too high for them. Shippers at origin showing little inclination to reduce prices as they seem to be able to keep well sold up by moving supplies to Europe and other countries.

Hair sheep markets strong with reports that Europe bought Brazil cabretta regulars at \$12.50. Not much interest here with last confirmed sales at \$12.00 and buyers indicating not



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over \$11.75. Interest in specials with last sales at \$17.25 and that would be duplicated. England said to be paying 160 shillings for Cape gloves, basis large prime Westerns. Other varieties difficult to sell due to price differences.

Wool sheep markets still too high for buyers here and trading is confined to odd lots. At the Australian auctions, Sydney reported 64,500 skins offered and sold generally two to four pence dearer as compared with closing sales of December 19th. No Melbourne auction.

#### Pickled Skins Active

New Zealand market continues active although some buyers showing price resistance. Reported that 2,000 dozen "Gear" lambs sold at 85 shillings 6 pence and 1,000 dozen "AFFCO" Southdown lambs at 87 shillings. Other sales ranged from 80-87 shillings, depending upon brands involved. Understand bulk of the lambs coming to U. S.

Sheep, however, selling to Europe with "Hellaby" going at 130 shillings 6 pence while "HBMG" said to have sold at 122 shillings 6 pence.

Domestic market showing signs of easiness due to more cockle skins making their appearance. Last confirmed sales sheep and lambs at \$14.50 per dozen flat basis.

#### Reptiles Hesitant

Buyers not overly aggressive and will only trade when price is right. Good demand for lizards but very few offers as it is in-between seasons for Indias and asking prices for Brazils generally above buyers' views.

Reported that 5,000 Madras bark tanned whips, 4 inches up, averaging 4½ inches, 70/30 selection, sold at 67c while some larger skins brought premiums. However, an offer of 5,000 cobras, 4 inches up, averaging 4¾ inches, 80/20 selection, at 46c failed to interest buyers. About 25,000

alum tanned water snakes, 3 inches up, averaging 3¼ inches, offered at 13c and not taken.

Some small sales of Brazil back cut tejus, 20/60/20, 90/10, at 75c fob. Most shippers have views of 80c fob. and buyers talk around 70-72c fob., as their basis. An offering of 5,000 meters giboias at 55c fob. too high for this market.

No change in the Siam market.

#### Deerskins Quiet

Tanners seem to be out of the market for Brazil "jacks," not even being willing to make counter bids. While shippers have been talking steady levels, believe that they would consider reductions from last sales on firm bids.

Reports state Japan has been buying Siam and New Zealand deerskins, accounting for the dearth of offerings here. Buyers still willing to pay 82c cif. for New Zealands and might even be willing to pay a little more for skins on spot. Large quantities of domestic deerskins offered but recent buyers seem to have covered their requirements and are not operating.

#### Pigskins Lag

Buyers in Fulton County showing very little interest in offers for shipments but would be willing to take on spot skins at a price. Shippers at origin, however, not making many offers and usually asking prices are above the ideas of buyers here. Europe has been operating in Brazil and shippers not making many offers here.

A quantity of Ceara grey peccaries sold at \$1.50 fob. and blacks at \$1.30 fob., basis importers. Peruvians firmly held and counter bids refused.

Good demand for wet salted Capivaras and business passing around \$2.50 fob. Due to high asking levels, trading restricted in Chaco dry carpinchos.

#### Goatskin Prices

INDIA & PAKISTAN	Today	Last Month
Amritsars (1200 lbs.)	\$7.90-8½	\$8¼-8½
Best Patnas	\$5.25	Nom.
Muzafferpores	Nom.	\$6.25
Dinajpores	Nom.	Nom.
Daccas	Nom.	\$9½
Calcutta Kills	\$9.25	\$9.00
Coconadas (1.70/1.80 lbs.)	\$9.50	\$9½
Deccans (1.70/1.80 lbs.)	\$9.50	\$9½

CHINAS	Today	Last Month
Szechuans, lbs.	Nom.	Nom.
Hankows, lbs.	Nom.	Nom.
Chowchings, dz.	Nom.	Nom.

MOCHAS	Today	Last Month
Berberahs	\$9.25	\$9.00
Hodeidahs	\$5-6½	\$7.00
Battis	\$13.00	\$13-13½
Batti types	\$11.00	\$10½
Addis-ababas	Nom.	\$9-10

AFRICANS	Today	Last Month
Algiers	Nom.	Nom.
Casabiancas	Nom.	Nom.
Marakesh	Nom.	Nom.
Constantines	Nom.	Nom.
Orans	Nom.	Nom.
Tangiers	Nom.	\$7.85
West Province Ex. Lts.	42c	42c
Port Elizabeth Ex. Lts.	40c	40c
Nigerians, lbs.	96-\$1.	96-\$1.
Mombasas, dz.	\$10¼-10½	\$9.85-10.90

LATIN AMERICANS	Today	Last Month
Mexicans		
Matanzas, etc. (flat)	Nom.	Nom.
Oaxacas	Nom.	Nom.

Venezuelians	Today	Last Month
Barquisemetos	41c	42c
Coros	42½c	42½c
Maracabos	Nom.	Nom.
La Guayras	Nom.	Nom.

Colombians	Today	Last Month
Rio Haches	42c	42c
Bogotas	Nom.	Nom.

West Indies	Today	Last Month
Jamaicas	68c	68½c
Haitians	43½c	43½c
San Domingos	38-41c	38-41c

Brazils	Today	Last Month
Cearas	76c	76c
Pernambucos	79c	79c
Bahias	74c	76c

Argentines	Today	Last Month
Cordobas/Santiagos	48c	48c
Pampas	37½c	37½c

Peruvians	Today	Last Month
Paytas	40c	40c
Ayacucho	37½c	37½c

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# NEWS QUICKS

*About people and happenings coast to coast*

## Pennsylvania

- **Classic Shoe Co., Inc.**, Philadelphia footwear manufacturer, is reported in process of liquidation.
- Registration certificate has been filed by Charles, Julius, and Jacob Gordon and Nathan Mulnick to trade as **Chas. Gordon & Son**, footwear jobber, at 240 Market St. in Philadelphia.

## Ohio

- Suit has been filed at Columbus by two stockholders of **The Irving Drew Corp.** against **The Dr. Hiss Shoes, Inc.** and **George P. Utley**, president of Dr. Hiss Shoes and Irving Drew Corp., charging, in effect, that Utley, as president of both corporations, has favored Dr. Hiss by selling shoes at a lower price than justifiable. However, the suit is described as "a friendly one" as both stockholders are presently employed by Irving Drew Corp. and it is expected the matter will shortly be settled.

## Missouri

- Stockholders of **Brown Shoe Co.** at a special meeting held Jan. 8 in St. Louis failed to obtain a quorum in order to vote on proposals to increase authorized common and allocate additional shares to the employees stock option plan. The meeting was adjourned until Feb. 5.
- **Foot Pleasure Shoe Co.**, Rosebud shoe manufacturer, reported in financial difficulties, lists assets as of Dec. 12, 1952, at \$108,172 with liabilities of \$268,698. An offer has been made to purchase assets for enough to pay general creditors 10 percent of their claims.

## New York

- **Hans Rees' Sons**, New York tanner of belting leathers, has placed its advertising account with Myron Jonas Co., of New York. Sy Richman is account executive for trade papers and direct mail.
- Close to 20,000 workers employed at **Endicott-Johnson Shoe Corp.**, Endicott, have split a company bonus totaling some \$2,600,000, according to company spokesmen. Payments averaged close to \$137 per employee.
- **Wayne's of New York, Inc.**, slipper manufacturer, has filed petition to effect a settlement of 20 percent under Chapter XI of the Bankruptcy Act. Schedules list liabilities of \$175,759 exclusive of undetermined tax claims, and assets of \$42,000, including merchandise stock of \$30,000 and \$20,000 equipment. Unsecured claims are listed at \$95,831. Debtor's proposal is to issue notes maturing in 12, 16, 20 and 24 months in equal amounts.
- **Record Shoes, Inc.**, Brooklyn, has been reorganized, it is reported. New principals are Al Stiern and Isaac and Harry Osher.
- **The New York Shoe Superintendents' and Foremen's Association** has scheduled its annual dinner-dance for Oct. 17 next fall. The traditional affair will be held at the Hotel Commodore.
- **General Export & Import Co., Inc.**, has changed its name to **International Rubber Corp.** Headquarters are located at 150 Nassau St. in New York.

• **Miller & Bergmann, Inc.**, footwear manufacturer of 105 East 16th St., New York, has been incorporated, succeeding the previous partnership. New officers are Kurt Bergmann, president; Jack Weiss, vice president; and Miss Meri Miller, secretary and treasurer. The firm makes women's casual footwear.

• **Ace Footwear, Inc.**, shoe manufacturer, is reported moving from 205 Wooster St., New York, to new quarters at 1013 Grand St., in Brooklyn.

• Two New York leather firms have moved into new quarters: **Fred H. Lowenstein** is now located at 29 Spruce St. and **Meshulam Bros. Co.** is now at 171 Williams St.

## New Hampshire

- In a demand for higher wages, approximately 60 diemakers employed at three shoe die plants in Manchester went on strike on Jan. 6. Members of United Shoe Workers of America, CIO, walked out of **Swenson Die Co.**, **Manchester Die Co.** and **State Die Co.** The union has refused a management offer of a five-cent hourly wage increase and has demanded a 10 cent increase.

## California

- **Los Angeles Tanning Co.**, of Los Angeles, has completed installation of a completely new line of machinery and equipment in its suede split department.

## Kentucky

- The item which stated in these columns on Dec. 20 that **Lucky Stride Shoes, Inc.** was adding 22,000 square feet of floor space to its plant at Maysville, Tenn., should have read Maysville, Ky.

# WINSLOW



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## Massachusetts

• Two wood heel manufacturers and a men's shoe factory in Haverhill have announced hourly pay boosts of five percent for their workers. All increases were given voluntarily. The firms, which have contracts with Boot and Shoe Workers Union, AFL, are

Century Wood Heel Co., with 70 workers, Ornstein Wood Heel Co., with 100 employees, and Knipe Bros., of Ward Hill, with 275 workers. A second week's paid vacation is also included in the new contracts.

• Employees of Green Shoe Mfg. Co., Boston maker of Stride Rite in-

fant's and children's shoes, recently presented a plaque to J. S. Slosberg, president and founder of the firm, in commemoration of an addition to the plant. One of the oldest and largest children's shoe manufacturers in the world, the company now employs more than 1200 workers.

• Thomas Griffin Leather Co. has moved from 683 Atlantic Ave. to new offices at 85 South St., in Boston.

• E. T. Wright & Co., Inc., Rockland, maker of Arch Preserver Shoes, has placed its advertising account with John Dowd agencies in Boston and New York. Gerald Higgins is account executive in Boston while Victor North handles the account in New York.

• International Shoe Machine Corp., of Cambridge, reports its Plymouth factory has absorbed the company's shipping and receiving departments. The move enables the firm to consolidate its manufacturing and world-wide distribution of shoe machinery. Enlarged main offices at 292 Main St., Cambridge, are now used exclusively for offices and display rooms.

• The Tanners' Council Calf Leather Division will hold its annual presentation of calf leathers and men's shoe styles at the Hotel Essex in Boston on Wednesday, Jan. 21. The New England Shoe and Leather Association is co-sponsor.

• Sandoz Chemical Works, Inc., New York producer of dyestuffs and textile chemicals, is currently moving its New England offices and laboratory from 59 Oliver St., Boston, to new facilities at Tower & Main Streets in Hudson. The new offices enable the firm to expand operations in New England.

• The New England Tanners' Club held its Jan. meeting on Friday, Jan. 16, at the Hotel Hawthorne in Salem.

• Monsanto Chemical Co.'s Plastics Division in Springfield is offering revised technical information on Lustrex X-820, a carboxyl-containing polyelectrolyte resin. Still in the development stage, the resin is finding broad application in organic and water systems in tanning and other industries.

• Fox Dover Mfg. Co., Revere leather products maker, is reported in difficulty, with attorney offering a plan which would enable the firm to continue operations. Liabilities are listed at \$6,000 and assets at \$500.

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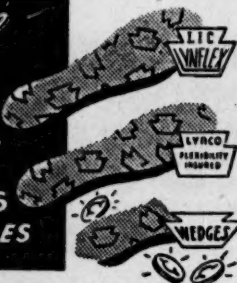
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*Branch of United Shoe Machinery Corporation*  
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## NEW KLEVWAY PROCESS

(Concluded from Page 7)

for slip-lasted shoes (either Kam-bourian or U.S.M.C.).

7) Lasts. Either United Last's "Slide-O-Matic" or Vulcan's similar type lasts as used in slip-lasted shoes. The speed of manufacture under the Klevway process is claimed to result in quick turnover of wood, thus reducing last investment to a minimum.

The Klevway Process claims to produce various cost savings, some of which are as follows:

An estimated saving of about 10 percent in upper leather—as compared with conventional cement, staple or tack-lasted shoes—can be realized. As an example, one case of conventional tack-lasted shoes which would require about 50 square feet of leather such as kip sides or kid suedes, can be produced under the Klevway method with a yield of 45 feet of leather per case.

A minimum of 10 percent savings applies also to lining stock such as faille-backed lining.

### Labor Saving

Kleven claims, based on experience at Hallowell, that a saving of 10 to 15 percent in labor costs is effected by this process, from fitting room to finished shoe. The savings depend upon labor area, grade or quality of shoe.

The process also eliminates the conventional lasting machines which require experienced, high-cost operators. The shoes can be made in the lasting department by women operators; unskilled workers can be trained virtually overnight to turn out a quality product due to the inherent precision of the process.

Savings are effected in the cleaning, treeing and dressing required in the Packing Room, due to a minimum of shoe handling by the various operators. Also, due to the accuracy of the lasting lines, the outsoles can be pre-trimmed and pre-set.

Further cost savings are claimed to

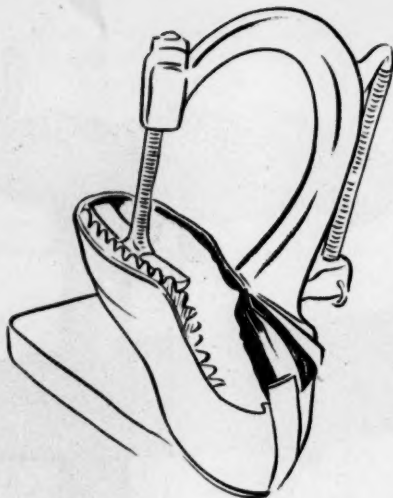


Fig. 7: Novel jack arrangement used to hold insole in place and also raises rib to upstanding position for precision fitting of the upper and the rib.

be involved in machine parts, power, quality supervision and floor space.

However, some qualified observers have pointed out that in some respects a few minor cost increases are involved. For example, an added amount of hand work and cementing is required. There is a marginal cementing of the vamp, around the forepart or to the heel, depending upon whether a counter is used; the rib must be cemented; the toe is cemented for toe-lasting; the combined rib and upper, plus the corresponding portion of the insole must be cemented. These are extra operations, require added use of cement.

Also, for instance, the patterns must be extremely precise for accurate mating of upper to rib. If wrong, the upper will show the distortion. This mating of upper to rib is first done by hand. It is then done again with a feed roll to insure proper bonding. So actually there are two operations instead of one.

Again, it is believed that the use of the four tacks in the center of the ball area of the last might necessitate increased replacements of lasts due to the repeated punctures of the wood in the same spot.

However, these extras are admitted to be substantially outweighed by the other savings and advantages of the process.

Actually, the whole process is not entirely new. A patent (No. 211,459) dating back to 1879, issued to a G. W. Copeland, dealt with a pinked rib with an application fundamentally like that of the Klevway process.

Such coincidences, however, are common in any field of invention. Arthur Kleven created his own idea about a year and a half ago, six months later applied for his first patent, and since then has applied for others dealing with the same process.

### Good Reception

Kleven at first was admittedly uncertain about the commercial reception of the new process. However, best answer to the reception is the fact that today Hallowell shoe is operating one of its factories solely for shoes made on the Klevway process. This plant is turning out 150 cases a day. It is producing a regular \$5 retailer for \$4, by virtue of the savings on the Klevway method.

North American Process, Inc., is licensing qualified manufacturers to make these shoes on a royalty basis of 2c a pair. First licensee came in just recently — Frolic Footwear, Inc., which has set up a new plant in Jonesboro, Ark., to use the Klevway process exclusively. The plant will produce about 4,000 pairs a day on this process. Other leading manufacturers are reported interested in obtaining licenses.

Hallowell is making mostly flats and moccasins by this process, but has now gone into production of high-heel wedges with the Klevway method.

Conventional sole-attaching methods are used, which may be Littleway or cement. The Klevway process is also adaptable to Goodyear welt construction—promising to eliminate use of composition type fillers due to the fact that the upstanding rib is laid flat, doing away with the cavity common with this construction. Hallowell is reported contemplating to make welts shortly on this new process.



# CHARMOOZ

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## NEW LAST SYSTEM

(Continued from Page 8)

the laces over a total range of approximately  $1\frac{1}{4}$  inches, which obviously allows more than the required amount of adjustment to an exact fit for any foot.

**Waist Girth:** Waist girth was not measured in the foot surveys. An accurate estimate of the waist girth characteristics probably can be obtained from the average values for the ball and instep girths.

**Diagonal Ankle Girth:** Diagonal ankle girth is the girth measured from the heel to the instep point. This correlates well with both foot length and ball girth. The shoe laces allow a maximum adjustment of approximately  $1\frac{1}{4}$  inches in the diagonal ankle girth, which is more than the amount required.

The importance of maintaining the shape of the basic model designed by the modelmaker throughout the entire last system should be reemphasized and the problem given special attention now that reliable scientific data are available to guide the adjustment and control of the last dimensions.

The most satisfactory way to maintain the last shape and the best combination of dimensions is to use a grading system based upon *foot grades*. Any other last grade will result in an unavoidable loss in fitting qualities in some parts of the system.

For example, suppose that it were possible by a limited number of measurements to fashion a last having a perfect shape or at least a very satisfactory shape for a model foot. The combination of last dimensions would be ideal only for the group of men whose feet measured near that particular model size. How could the dimensions of the model last be changed or graded to produce all other sizes required to fit a given population while maintaining the ideal shape?

Any change of a single important dimension of the last must be accompanied by a corresponding change in each of the other dimensions to maintain the right combination required for the ideal shape in another size. Without accurate information regarding the relationships among the several dimensions it would be practically impossible to grade the last dimensions from one size to another exactly as required to maintain the ideal shape.

It is possible to use an arbitrary grade, such as the current standard, with some degree of satisfaction by

simply using a large number of sizes and widths to cover the entire length and width ranges of the entire population. But such a system is not only wasteful in providing more sizes than should be required, but it also fails to provide uniformly good fitting qualities. There are individuals having certain combinations of foot dimensions that can be accommodated only by a process of misfitting one dimension in order to obtain an acceptable fit in another.

Experience gained during World War II showed that the shoes made over the Munson last did not fit cer-

tain individuals as well as expected. The shoes were too tight for some feet in the forepart, especially in the critical area over the outside ball joint. As soon as reliable foot measurements were available, the Munson last was modified to improve the fit in this critical area of the shoe.

The study of the problem of improving the fitting characteristics of the shoe was continued along several other lines, one of which resulted in the average foot dimensions from the Fort Knox survey. Shoes were made over the new last and their fitting qualities compared in a limited num-

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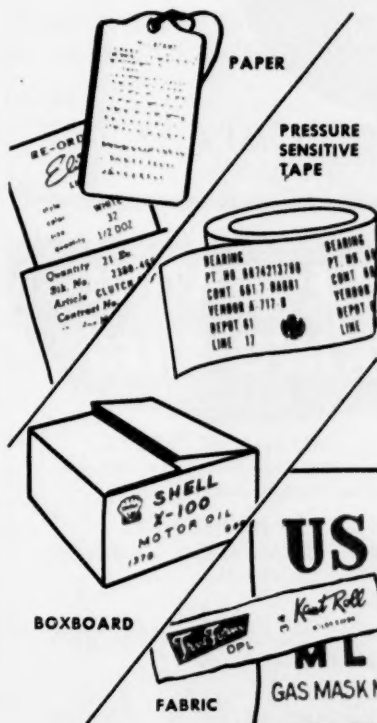
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ber of sizes with those of standard service shoes. The experimental shoes were generally satisfactory, but the results failed to answer the basic question as to whether the new type of shoes provided a more satisfactory fit than the standard.

The wearer's ability to judge the fit of a shoe by the way it feels on his foot generally lacks the sensitivity required to reveal fine differences in size and shape. Many test subjects could not decide which is the better fitting of two shoes that differ by a half size and sometimes as much as a full size.

The subject has received little at-

tention in the shoe field. However, two very interesting reports by the United States Department of Agriculture on body measurements and the fitting of women's and children's clothing appeared to offer a promising new approach.

An investigation showed that foot measurements can be applied in the evaluation and improvement of lasts and shoes in the same way that body measurements were applied in the sizing of garments. The United States Department of Agriculture study demonstrated that a total of 55 dimensions *could be reduced to only two important measurements* in the

classification of women for clothing sizes, one providing the necessary index of vertical measurements and the other an index of horizontal measurements. This simplification was possible because these two measurements were highly correlated with all other important body measurements in such a way that their control assured a suitable combination of all dimensions to fit a high percentage of the population.

In the case of children's garments, the decision was made to use a sizing system involving two control measurements only, again because the values of two basic dimensions could be used to predict all the other dimensions quite accurately. In the present study, ball girth and foot length were found to be entirely adequate control measurements since the little variation in the other dimensions which remained after ball girth and foot length were fixed was such that only one shoe size having the given fixed values of ball girth and foot length was necessary to accommodate all the other dimensions within the normal ranges of fitting tolerances.

Before the results of a foot-measurement study can be applied to evaluate the merit of a last system, it is necessary to know how much longer than the foot the inside of a shoe should be. The same thing must be known for ball girth, ball width and every other important dimension.

#### Recommended Shoe Length

Experienced shoe fitters generally recommend a shoe length  $\frac{1}{2}$  to 1 inch longer than the foot. Therefore, the average value,  $\frac{3}{4}$  inch, might be used as a reliable estimate of this "toe space" difference. (See Table 3.)

The last, minus foot differences for other dimensions, are not, however, as well known. This makes it necessary to find another method that is applicable to all dimensions.

To yield a last-foot difference a man must obviously have recorded for him (1) his shoe size, and (2) his pertinent foot measurement.

Only two studies were found in which both of these qualities were recorded for each man and these dealt with only a small number of subjects. Furthermore, the shoe sizes recorded in many cases probably were a reflection of the fitting technicians' standards rather than the wearers' comfort preferences. This, along with the small size of the fitting tests, points to the desirability of more extensive records on shoes normally worn.

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A question may be raised as to what additional allowance is required for sockgear. The answer is, none.

#### Procedure For Evaluating Fit

The method of application of foot measurement data will be illustrated first in the calculation of the basic foot dimensions and percent of the

Army population best fitted by a size 10 D service shoe, the size being selected arbitrarily.

The length of size 10 Munson last is 11.61 inches. Deducting the toe space adjustment, 0.74 inch, gives 10.87 inches which is the average foot length fitting the size 10 shoe. The length interval between half sizes is 1/6 inch. Each size is expected to

fit to the mid point between half sizes. So the foot length fitting range for size 10 is 10.87 inches, plus or minus 1/12 inch.

Similarly, the ball girth of the size 10 D Munson last is 9.62 inches. Applying the fitting adjustment, 0.39 inch, gives 10.01 inches, the average ball girth fitting the size 10 D shoe. The ball girth interval between widths is 1/4 inch. Therefore the ball girth fitting range for size 10 D is 10.01 inches plus or minus 1/8 inch.

In addition to averages for each foot dimension, the foot-measurement data also furnish corresponding statistics to calculate the distribution of the measurements within any prescribed interval. For example, 9.12 percent of the Army population falls in the size 10 foot length group. A similar statistic may be used to calculate the percent of the size 10 group that also falls in the 10 D width group. This was found to be 25.7 percent. The required percentage of the Army population best fitted by the size 10 D service shoe is 2.34 percent.

The same procedure may be used for any other size in the last system. (See Table 4.)

(Note: The third and final article of this series will appear in next week's issue of *Leather And Shoes*.)

**Table 3**  
**Frequency Distribution of Toe Space Allowance for 255 Men Before and After Fitting Test**

Toe Space (inch)	Prior to Fitting Test	After Fitting Test
0.13	1	
.30	12	1
.46	32	3
.63	138	219
.80	59	32
.96	12	
1.13	1	

Average toe space prior to fitting test 0.65 inch  
Average toe space selected for best fit 0.65 inch

**Table 4**  
**Computed Percentage of the Army Population Fitted by Each Size and Width of the Munson Last System**

Size	Width							
	Less than A	A	B	C	D	E	EE	Greater than EE
Less than 5	.000	.00	.01	.02	.05	.07	.06	.05
Normal tariff								
5	.001	.01	.01	.05	.10	.13	.10	.08
5½	.001	.01	.04	.13	.20	.30	.24	.17
6	.004	.03	.11	.30	.53	.62	.46	.30
6½	.01	.06	.24	.62	1.02	1.12	.78	.46
7	.02	.12	.44	1.10	1.72	1.77	1.16	.64
7½	.04	.21	.74	1.73	2.53	2.45	1.50	.76
8	.07	.33	1.08	2.36	3.25	2.96	1.71	.81
8½	.10	.45	1.38	2.84	3.66	3.13	1.69	.73
9	.13	.52	1.53	2.96	3.60	2.91	1.48	.60
9½	.15	.55	1.50	2.73	3.11	2.35	1.12	.42
10	.14	.49	1.27	2.18	2.34	1.67	.75	.26
10½	.12	.40	.96	1.54	1.55	1.03	.44	.14
11	.09	.27	.62	.94	.89	.56	.22	.07
11½	.06	.17	.36	.51	.45	.27	.10	.03
12	.03	.09	.19	.24	.20	.11	.04	.01
Greater than 12	.03	.06	.12	.15	.12	.06	.02	.004
Percent								
Total fitted in normal tariff	92.7			Total less than width A				
Total less than size 5	0.26			Total greater than width EE				
Total greater than size 12	0.56			Percent				

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## ALUMINUM SULFATE

(Concluded from Page 10)

had .388 percent  $Al_2O_3$  added. The rise in the  $Al_2O_3$  of the F2 layer was .422 percent in the whole side.

**Test 11:** This is from experiment No. 5. While the alum content of the grain appears to stay constant, increased penetration of the G2 and F1 layers becomes of interest. There was .564 percent  $Al_2O_3$  in the whole skin.

**Test 12:** This represents equal parts (1.4 percent) of  $Al_2O_3$  and  $Cr_2O_3$ ; an appreciable amount of  $Al_2O_3$  is found in the grain layer and the flesh layer.

A study of the alum experiments will show that as the amount of alum is increased the more non-uniform is the distribution which is the exact reverse of its effect on the  $Cr_2O_3$  distribution. Only when an appreciable amount of alum is used do we find an increase in the  $Al_2O_3$  in the G1 layer.

**Test 13:** This illustrates the grease distribution through four parts of the hide—skins taken from experiments No. 1 and No. 6. The grain layer equals 25 percent of the skin total, the middle represents 50 percent and the flesh equals 25 percent.

The alum appears to have influ-

enced the oil distribution, but not the total oil take up. Both the grain and middle layer of experiment No. 6 show appreciably less grease than the grain and middle layer of experiment No. 1.

	No. 1	No. 6
Grain	8.79%	8.08%
Middle	2.95%	2.4 %
Flesh	11.3 %	13.7 %
Whole Average	6.5 %	6.6 %

Because of circumstances beyond control, I was unable to get a sorting evaluation such as suggested by Wilson. However, in general all of the experiments made salable leather. The leather as made by experiment No. 6 was the poorest of the group, it being on the tinny side, which could be explained by the lower amount of oil in the middle section.

On the basis of these experiments it appears that:

1. A small percentage of aluminum sulphate helps the chrome take up.
2. The higher the ratio of alum to chrome the more evenly is the chrome distributed throughout the skin.
3. Appreciable amounts of alum reduces the chrome taken up.
4. Alum affects the distribution of the fatliquor.

In the future we intend to make more studies on this subject with the following variables:

- a. Alum added as a pretan ahead of the chrome.
- b. Varying the pickle pH so that the tanning is started at a higher basicity.
- c. End the tannage at a higher pH.
- d. Addition of alum after the tannage.
- e. Effect of buffering salts.

## SHOES IN SUPERMARKETS

Here's one of the most talked about — but least known about — topics in shoe business. A phenomenon of modern retailing of significance to every shoe man. Watch for it next week in *Leather And Shoes* — the first complete study ever to be presented on this important development in shoe merchandising.

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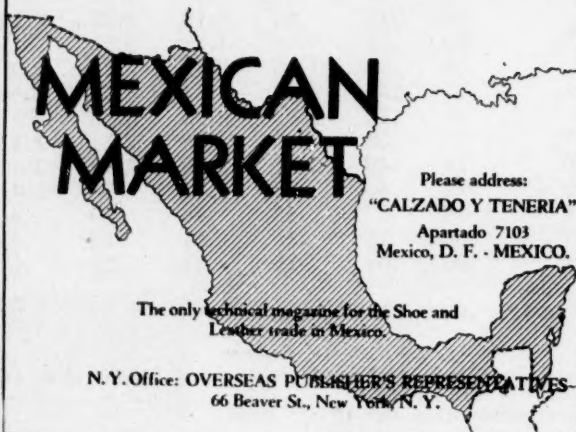
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The only technical magazine for the Shoe and Leather trade in Mexico.

N. Y. Office: OVERSEAS PUBLISHER'S REPRESENTATIVES  
66 Beaver St., New York, N. Y.



## CLASSIFIED ADVERTISING

### Wanted and For Sale

WE OFFER THE FOLLOWING MACHINERY FOR SALE, F.O.B. NEW YORK CITY:

- 6 United four foot dinkers @ \$450 each
- 2 Parsons four foot dinkers @ \$375 each
- 2 United sole stamping machines @ \$250 each
- 1 Baling machine with about 300 lbs. of wire @ \$125
- 1 heavy sole roller Quarmbly & Hilliker 48" @ \$225
- 2 United baby splitters @ \$175 each
- 1 United 48" stripper @ \$250
- 1 Quarmbly & Hilliker stripper 60" with special built large steel table @ \$750
- 1 old Peerless buffer, sold as is @ \$175
- 1 very old Knock Blocker, sold as is @ \$75

MORRIS FELDSTEIN & SON, INC., 85 Gold St., NEW YORK, 38, N. Y.

### For Sale

25,000 feet black embossed Goat-skins shark grain, 7c per foot.  
300 dozen regular crushed Goat-skins in black, brown, and navy, 85-90 feet per dozen, 30c per foot.

Address A-2,  
c/o Leather and Shoes  
300 W. Adams St.,  
Chicago 6, Ill.

### Manufacturers' Representative

FORMER SHOE MANUFACTURER desires to represent tanners and other shoe supplies manufacturers in St. Louis and surrounding territory. Has large following among upper leather, sole leather, and miscellaneous supplies buyers in this area. References available on request. Address A-5 c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

### Partnership or Position

YOUNG MAN with experience in selling and converting skivers and split leathers for the novelty trade, desires to re-locate in the N.Y.C. area. Present organization will be shortly dissolved. He is in a position to form partnership or accept worthwhile position. Address A-6, c/o Leather and Shoes, 20 Vesey St., New York 7, N. Y.

### Scrap Leather

FOR SALE: Top grain scrap upholstery leather. Very good selection.

Address A-8,  
c/o Leather and Shoes,  
300 W. Adams St.,  
Chicago 6, Ill.

### Representatives Wanted

WANTED: Representatives, one in the Midwest, one in Canada with good following in the Shoe and Outerwear trade to sell our line of Shearlings for linings and trimmings. Reply giving references to A-9, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

### For Sale

SLOCUMB "B" STAKING MACHINE. Excellent condition.

Address A-10,  
c/o Leather and Shoes,  
20 Vesey St.,  
New York 7, N. Y.

### Agents Wanted

AGENTS WANTED to handle important line of shoe findings to shoe manufacturers. All territories available. Straight commission. State present lines.

Address A-4,  
c/o Leather and Shoes,  
300 W. Adams St.,  
Chicago 6, Ill.

### For Sale

SLOCUMB "B" STAKING MACHINE. EXCELLENT CONDITION. Address O-1, c/o Leather and Shoes, 20 Vesey Street, New York 7, N. Y.

### Blue Splits Wanted

BLUE SPLITS WANTED: Car or truckload quantities. Untrimmed or trimmed. Also Blue Shoulder Splits, Bottom Splits, etc. Steady user.

Address A-12,  
c/o Leather and Shoes,  
300 W. Adams St.,  
Chicago 6, Ill.

### Belt Knife Splitter

WANTED: 57" Turner Belt Knife Splitter. Must be in good condition.

Address A-13,  
c/o Leather and Shoes,  
300 W. Adams St.,  
Chicago 6, Ill.

### Help Wanted

### Good Opportunity

OUR SUPERINTENDENT is retiring in Spring 1954. We want a capable man NOW as an understudy and to take over, if capable, on his retirement. Prefer person with experience in our types of shoes. Also prefer man between 30 and 40 years of age. Write Chippewa Shoe Co., Chippewa Falls, Wisconsin.

### Mouton Tanner-Dyer

WANTED: Mouton fur tanner and dyer. Excellent opportunity. Replies confidential.

Address A-11,  
c/o Leather and Shoes,  
300 W. Adams St.,  
Chicago 6, Ill.

### Situations Wanted

### Attention: Chemical—Extracts—Finishing Companies

CAN YOU USE the services of an experienced tanner? To demonstrate your products and to do research and trouble shooting for you? I am a tanner with 25 years of technical and practical experience in tanning and finishing of chrome, bark, combination for shoes, upholstery, and fancy leathers. Address A-3 c/o Leather and Shoes, 200 W. Adams St., Chicago 6, Ill.

### Sales Demonstrator

YOUNG MAN with 7 years in tannery, experience in Soak through Finishing, including two years as laboratory technician. Willing to relocate.

Address A-7  
c/o Leather and Shoes,  
300 W. Adams St.,  
Chicago 6, Ill.



## The Answer to Your Questions on Money

Want to know how a bank evaluates a shoe manufacturing operation? Do you want the facts on your industry as a banker views them? In "Bank Loans to Shoe Manufacturers" E. Morton Jennings, Jr., Vice President of the First National Bank of Boston, has done an outstanding job in summarizing the money facts on the shoe industry, analyzing labor, location, hide and leather markets, machinery, distribution, and sales.

Mr. Jennings details the facts about the shoe plant audit, profit and loss statements, credit analysis, and bank loans. Here's a book that gives you the answers to your money questions, helps you organize costs and cost accounting—shows you how to put your plant on a better fiscal basis.

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Chicago 6, Illinois

I enclose \$..... Please send me..... copies of "Bank Loans to Shoe Manufacturers" by E. Morton Jennings, Jr.

Name.....  
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## Coming Events

March 1-4, 1953—Allied Shoe Products and Style Exhibit, Hotel Belmont-Plaza, New York City.

March 3-4, 1953—Showing of American Leathers for Fall and Winter, 1953. Sponsored by Tanners' Council of America. Waldorf-Astoria, New York City.

April 9-10, 1953—Spring Meeting of Tanners' Council of America, Inc. Boca Raton Club, Boca Raton, Fla.

April 19-22, 1953—St. Louis Shoe Show, sponsored by St. Louis Shoe Manufacturers Association in leasing St. Louis hotels.

April 26-28, 1953—Fifth Factory Management Conference. Sponsored by National Shoe Manufacturers Association. Netherlands-Plaza Hotel, Cincinnati, O.

May 3-7, 1953—Popular Price Shoe Show of America showing of footwear for Fall and Winter 1953. Sponsored by National Association of Shoe Chain Stores and New England Shoe and Leather Association. Hotels New Yorker and McAlpin, New York City.

June 7-10, 1953—Annual Convention of American Leather Chemists' Association. Netherlands-Plaza Hotel, Cincinnati, O.

June 15-16, 1953—Annual Spring Meeting of National Hide Association. Shamrock Hotel, Houston, Texas.

August 17-19, 1953—Allied Shoe Products and Style Exhibit. Hotel Belmont-Plaza, New York City.

August 18-19, 1953—Showing of American Leathers for Spring and Summer, 1954. Sponsored by Tanners' Council of America. Waldorf-Astoria, New York City.

October 22-23, 1953—Annual Fall Meeting of Tanners' Council of America, Edgewater Beach Hotel, Chicago.

Oct. 26-29, 1953—National Shoe Fair, sponsored jointly by National Shoe Manufacturers Association and National Shoe Retailers Association at the Palmer House and other Chicago hotels.

## Deaths

### Edwin Calvin, Sr.

... 62, *leather executive*, died Jan. 6 at St. Luke's Hospital in Cleveland, O. He was chairman of the board of The Barefoot Sole Co., Inc., of Wadsworth, O. A native of Nashville, Ind., he attended Harvard College and for many years was active in the leather industry in Boston. He was associated with England-Walton Leather Co. at the time he and his brothers, Ernest and I. B. Calvin, founded the Bearfoot Sole Co. in Feb. 1924.

As president and sales manager, he pioneered rubber and fibre soles for shoes and developed designs and styles which contributed to the popularity of rubber-soled footwear. In 1945, he was seriously injured in an automobile accident and his duties as sales manager were taken over by L. E. Hardwick. He remained as president until 1952 when he became chairman. Surviving are his wife, Ethyl W., a son, Edwin E., vice president and general manager of the firm; three brothers, Ernest and I. B., the latter president of the firm, and O. W. Calvin; and two sisters, Elsie F. Calvin and Mrs. R. S. Hewett.

### Edward L. Denehy

... 70, *shoe stain manufacturer*, died Jan. 8 at his home in Randolph, Mass., after a long illness. A native of the town, he was associated for many years with his brother in a shoe stain and blacking firm in Brockton for 43 years before retiring in 1949. He was a member of Vera Cruz Council, KC, and the Brockton Lodge of Elks. Surviving are two brothers, Joseph F. and William H.; and two sisters, the Misses Bertha M. and Alice M.

### John F. Caniffe

... 91, former *shoe manufacturer*, died Jan. 7 at his home in Lynn, Mass., after a long illness. Before his retirement, he was a partner in the former Lynn shoe firm of Morse, Caniffe & Logan. A native of Marblehead, Mass., he lived in Lynn most of his life and was well-known throughout the shoe industry there. Active in community affairs, he served for many

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years as exalted ruler and secretary of the Lynn Lodge of Elks. He leaves his sister-in-law, Mrs. Margaret J. Logan.

### Mrs. Grace L. Merrick

... 86, *retired shoe executive*, died Jan. 12 in Cambridge, Mass. She was formerly vice president and treasurer of Ideal Baby Shoe Co. of Danvers, Mass., and was active in the shoe industry for many years. She had lived for 30 years in the town of Danvers where her husband was pastor of the Maple Street Congregational Church, and moved to her daughter's home in Cambridge after his death. She leaves a daughter, Mrs. Frances M. Langer.

# WRINGER FELTS

F. C. HUYCK & SONS  
Kenwood Mills, Rensselaer, N. Y.

For long life and best all-round results  
specify KENWOOD WRINGER FELTS

for your: Stehling Continuous Feed  
Leather Wringer Machine • Stehling Combination  
Putting Out and Leather Wringer • Quirin Wringer





**Friendly** shoes for girls going places  
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FRIENDLY-ACROBAT SHOE COMPANY • DIVISION OF GENERAL SHOE CORPORATION . . . . . NASHVILLE, TENNESSEE

KANKAKEE — the perfect leather for fashionable, flexible, leisure-time footwear — is featured here in a clever pattern by Friendly-Acrobat shoemakers. Tanned the Rueping way, Kankakee is offered in the season's smartest colors. Sample books — at your request.

# R U E P I N G

FRED RUEPING LEATHER CO., FOND DU LAC, WISCONSIN, U. S. A.



# SHUGOR

TRADE-MARK

## Zooms

SHUGOR puts style-jet-propulsion in men's shoes. Sales of gored shoes for dress, for business, for leisure, for action, for all-around neat trim-fitting comfortable wear on any occasion, have zoomed to new heights from coast to coast. SHUGOR shows shoe manufacturers and retailers a new sure way to sell more men's shoes . . . and please their customers.



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HUDSON MASSACHUSETTS

